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ADVERTISING RESPONSE

A RESEARCH INTO INFLUENCES THAT
INCREASE SALES

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SECOND EDITION



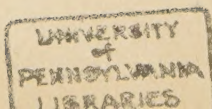
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CENTRAL HIGH SCHOOL, PHILADELPHIA



WILLIAM PENN HIGH SCHOOL, PHILADELPHIA

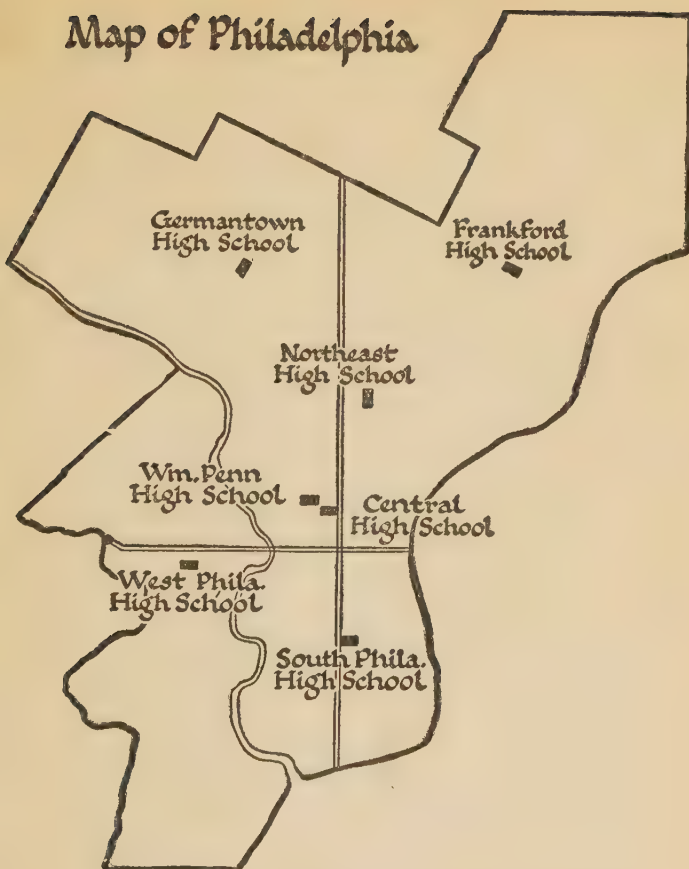


GRADUATING CLASS, 1923, DEPARTMENT OF COMMERCE
CENTRAL HIGH SCHOOL FOR BOYS, PHILADELPHIA



GRADUATING CLASS, 1923
WILLIAM PENN HIGH SCHOOL FOR GIRLS, PHILADELPHIA

Map of Philadelphia



LOCATION OF HIGH SCHOOLS WHERE TESTS WERE MADE

The above map shows the location of the seven Philadelphia high schools where 1000 senior students—500 young men and 500 young women—were subjected to tests which furnished the material for this book. Every district is represented, and the results, therefore, give a true cross-section of the city as a whole.

PREFACE

THIS book represents the first attempt to make in any large, compact group of persons, an analysis covering a comprehensive list of commodities with respect to the response from all forms of advertising. It is the result of tests on 1000 students—500 young men and 500 young women—in eleven senior classes of seven Philadelphia high schools.

The fact that this work was confined to one city, makes it possible to arrive at conclusions which apply in principle to the country as a whole. This for the reason that all subjects of the test had been influenced continuously by the same newspaper advertising and other local advertising, as well as by that contained in national media. Further, the factor of local buying habits is a constant one.

This book supplies a thorough analysis of the relative brand familiarity for twenty commodities, district by district, in Philadelphia. But its real significance lies in the establishment of basic principles concerning phases of advertising response which heretofore have been imperfectly understood.

The form of questionnaire used for testing the students was suggested by the book, "The Leadership of Advertised Brands," by George Burton Hotchkiss and Richard B. Franken, members of the staff of The New York University Bureau of Business Research. Full acknowledgment is made to these two investigators, who furnished the method of procedure which has been adapted to the purposes of this work.

Thanks are due to the following professors and instructors of the Philadelphia high schools for their coöperation:

Dr. Calvin O. Althouse, Central High School.

Professor G. A. Snook, Frankford High School.

Dr. H. F. Keller, Germantown High School.

Professor A. O. Michener, Northeast High School.

Dr. Lucy L. W. Wilson, and Professor W. N. Clifford, South Philadelphia High School.

Professor Charles C. Heyl, and Mary E. Mathews, West Philadelphia High School.

Professor William F. Gray, William Penn High School.

ADVERTISING RESPONSE

CHAPTER I

METHODS FOLLOWED IN CONDUCTING THE TESTS

IN EACH of the seven Philadelphia high schools the senior students were assembled in the school auditorium and informed that they were to take part in an unusual psychological experiment.

They were told that this was a test to determine their powers of observation. Also that from a practical standpoint their replies would show the degree of association which had been formed in their minds between commodities and brand names, resulting directly from advertising.

The questionnaire, a facsimile of which is shown on page 4, was then held up to view and the students' attention was called to the instructions on the back—see page 5—which read as follows:

INSTRUCTIONS

The reverse side of this sheet contains a list of different articles sold in Philadelphia stores. Write down on the space underneath each separate commodity the *manufacturer's name* or *brand* that *first* comes to your mind.

For example—If the commodity mentioned was a *camera*, you would probably write underneath, either the brand name, "Kodak", or the manufacturer's name, "Eastman".

If no name comes to your mind, then place a dash (—) underneath the article to indicate that you have not overlooked it. Please state whether you are male or female.

You need not give your name and address unless you so desire.

The students asking questions concerning the exact method to be followed were answered to their satisfaction.

It was then explained that the questionnaires would be distributed with the face down, and that the sheets were to be kept in this position until the word was given to reverse them and to begin filling in the blanks.

The students were cautioned particularly to write down the first brand that came to their minds in connection with each article on the list and not to make a choice of name on any other basis.

No difficulty was encountered in making the students understand just what was wanted, and the quickness and accuracy with which they filled out the blanks are evidence of the trustworthiness of the results.

Reproductions of typical questionnaires filled out by a young man and a young woman are shown on pages 6 and 7 respectively.

The tests were made in April, May and June, 1923. Of the seven high school buildings, Central and Northeast contained males only, and William Penn contained females only. The remaining four high school buildings—Frankford, Germantown, South Philadelphia and West Philadelphia, each houses two separate high schools, one for males and one for females. The tests were therefore given in a total of eleven high schools, each under a separate head.

The work and time required were increased considerably by the necessity of distributing the questionnaires to sections of the senior classes in the various high schools on many different days. About three months were required for this portion of the work. In all, forty class sections were given individual tests

Write down in the space underneath each separate commodity the manufacturer's name or brand that first comes to your mind.

If no name comes to your mind, then place a dash ——— underneath the article to indicate that you have not overlooked it.

YOUR NAME

ADDRESS

MALE OR FEMALE

AGR

1	BREAD
2	BUTTER
3	CAKE
4	CANDY
5	CIGARS
6	COFFEE
7	CRACKERS
8	ICE CREAM
9	MEN'S CLOTHING
10	MILK (FRESH)
11	MINCE MEAT
12	MUSTARD
13	PIANOS
14	RAZORS
15	SUGAR
16	TEA
17	TOOTH PASTE
18	TYPEWRITER
<i>Also name the bank and newspaper that first comes to your mind.</i>	
19	BANK
20	NEWSPAPER

If in Doubt
See instructions on reverse side

Face of Questionnaire

**Keep this Paper Face Down
until Told to Turn It**

INSTRUCTIONS

The reverse side of this sheet contains a list of different articles sold in Philadelphia stores.

Write down in the space underneath each separate commodity the manufacturer's name or brand that first comes to your mind.

For example —

If the commodity mentioned was a camera, you would probably write underneath, either the brand name, "Kodak", or the manufacturer's name, "Eastman".

If no name comes to your mind, then place a dash (—) underneath the article to indicate that you have not overlooked it.

Please state whether you are male or female.

You need not give your name and address unless you so desire.

Back of Questionnaire

ADVERTISING RESPONSE

Name of School

Central High

Write down in the space underneath each separate commodity the manufacturer's name or brand that first comes to your mind.

If no name comes to your mind, then place a dash ——— underneath the article to indicate that you have not overlooked it.

YOUR NAME

ADDRESS

MALE OR FEMALE

AGE

*Male**19*

BREAD

1

Kolbe's

BUTTER

2

Louella

CAKE

3

Ward's

CANDY

4

Whitman's

CIGARS

5

Cinco

COFFEE

6

Tartan

CRACKERS

7

Natl. Biscuit Co.

ICE CREAM

8

Colonial

MEN'S CLOTHING

9

Hart, Schaffner & Marx

MILK (FRESH)

10

Abbott's

MINCE MEAT

11

Armour's

MUSTARD

12

Gulden's

PIANOS

13

Cunningham

RAZORS

14

Gillette

SUGAR

15

Franklin

TEA

16

Lipton's

TOOTH PASTE

17

Repsodent

TYPEWRITER

18

Underwood

Also name the bank and newspaper that first comes to your mind.

BANK

19

First National

NEWSPAPER

20

Bulletin

If in Doubt

See instructions on reverse side

Questionnaire Filled Out by a Young Man

METHODS FOLLOWED

7

Name of School Wm Penn

Write down in the space underneath each separate commodity the manufacturer's name or brand that first comes to your mind.

If no name comes to your mind, then place a dash ——— underneath the article to indicate that you have not overlooked it.

1 <u>Bond</u> BREAD	13 <u>Heppe</u> PIANOS
2 <u>Shapless</u> BUTTER	14 <u>Gem</u> RAZORS
3 <u>TastyKake</u> CAKE	15 <u>McCahan</u> SUGAR
4 <u>Page & Shaw</u> CANDY	16 <u>Totleys</u> TEA
5 <u>Kennetta</u> CIGARS	17 <u>Walgates</u> TOOTH PASTE
6 <u>Lowry's</u> COFFEE	18 <u>Remington</u> TYPEWRITER
7 <u>Lois's</u> CRACKERS	
8 <u>Brayer's</u> ICE CREAM	
9 <u>Jacob Reed</u> MEN'S CLOTHING	
10 <u>Scott-Powell</u> MILK (FRESH)	
11 <u>Atmore's</u> MINCE MEAT	
12 <u>Heinz</u> MUSTARD	
	Also name the bank and newspaper that first comes to your mind.
	BANK
	19 <u>Corn Exchange</u>
	NEWSPAPER
	20 <u>Bulletin</u>

If in Doubt

See instructions on reverse side

Questionnaire Filled Out by a Young Woman

in the eleven schools, located in widely separated sections of the city.

A proper realization of the great mass of detail involved in compiling, analyzing, and charting the results may be had from the following: Each of the 1000 questionnaires required 20 distinct replies, making a total of 20,000 entries to be tabulated. These 20,000 items were then arranged according to schools, sexes, commodities, and brands, each cross-indexing on the other, before it was possible to classify the replies.

After the above classifications were completed there were determined the degrees of dominance of brands, familiarity of males and females with different commodities, uniformity of the votes of the various schools, agreement between the replies of males and females, comparison of intelligence shown by males and females, etc. It is obvious that at least 100,000 separate operations were necessary to accomplish the above results.

The enormous number of calculations required was complicated by the following : Although the 1000 students were divided equally between males and females, each school did not furnish exactly the same num-

ber. This necessitated school computations being done on a percentage basis. A careful checking of the results was no small task in itself.

Special attention is called to the detailed tabulations of the replies. The complete charting of the results is so clear that the reader may confirm the analysis, and also draw further conclusions to his own satisfaction.

CHAPTER II

SIGNIFICANCE OF THE TESTS

FIRST of all, an advertisement must attract attention. More important, it must make an impression upon the memory. A test either of a single advertisement, or of a series of advertisements extending over a long period of years, is whether or not the brand name or the manufacturer's name of the article advertised is remembered.

The fundamental psychological law of memory is based upon association of ideas. And the associations which are most thoroughly intrenched are those which are recalled easiest, and therefore quickest. It is upon this firmly established law of association which constantly operates without distinction on all classes of people, that the tests described in the preceding chapter are based.

The mind is continually receiving impressions from advertising. The strength of the memory in recalling the brand name or the manufacturer's name in connection with any particular commodity depends directly upon

the effectiveness of the advertising. In turn, the quickness of the response of the mind in linking up names with commodities is dependent upon the forcefulness of the individual advertisements, the frequency of insertion, and when the advertising appeared.

A large advertisement with a strong appeal is remembered more easily than a small weak one. Repetition of either will increase the ease of recollection. Other things being equal, very recent advertising has more influence on the young. It naturally follows that because early impressions are hardest to erase, the first big advertiser of any brand has placed his competitors at a disadvantage which cannot be overcome easily.

If *soup* is mentioned, the name *Campbell's* is suggested. If *camera* is thought of, either *Eastman* or *Kodak* first comes to mind. These are good examples of the results of effective advertising because there is an immediate association between the commodities and either the manufacturer's name or the brand name.

In contrast, if a similar test is applied to many other commodities, it will be found that there is no dominant association between com-

modities and brands. Instead, it will be found that a number of brands will be almost equally strong in any one individual's memory. Many individuals will associate different brands more or less equally with the same commodity. The psychological reaction of the students in writing the first brand thought of under each commodity, was governed very closely by the foregoing principles.

With soups and cameras, the advertising has been so effective because it has been run in large space continuously over a long period of years in a great number of publications. Also, the individual advertisements have been forceful.

In the case of commodities having no dominant brands, this condition nearly always can be charged to a lack of the right kind of publicity. Usually, the advertising has started too late, has been spasmodic, made up of too small space, run in an insufficient number of publications, stopped before the product was given dominance. Or, it consisted of some combination of all these weakening influences. In addition, it has often been poorly done.

Brand familiarity, as far as general publicity is concerned, depends upon the strength

and extensiveness of the advertising. There are, of course, other influences which must be reckoned with, such as quality, price, and use. But, in this connection, these factors are to a great extent directly the result of advertising.

The results of the tests conclusively prove that advertising was the predominating force which controlled the association between the brands and the commodities in the minds of the students as shown by their replies to the questionnaires.

After quality, nothing is of such vital importance to the progressive manufacturer as the popularity of his brand names with the public. And the manufacturer attains his final goal only when the name that distinguishes his product from all others, is so well and favorably known that every retailer is forced by consumer demand to carry it.

This goal has seldom been reached except by popularity gained through extensive advertising. For this reason, every retail druggist carries Colgate's tooth paste. But, it is not necessary for every grocer to include in his stock any particular brand of package coffee.

Prestige is the answer—prestige made possible through advertising. It is not essential

to consider quality, because package coffees as a class probably average just as good as tooth pastes. This argument holds just as true for many other commodities having no really dominant brand. Arbuckle's coffee was once as widely known as Colgate's tooth paste, and the difference in the almost one hundred per cent. distribution of the latter as compared with the specialized distribution of the former, lies in the fact that one continued to advertise regularly and the other did not. Numerous instances of this kind could be cited.

In a like manner, as will be shown, the mental reaction of the students to the commodities listed on the questionnaire was the direct result of advertising. Upon seeing the word *bread*, for instance, the brand name which came first to mind was put down. Thus, the replies indicate the degree of association in their minds between the commodities and the brand names. The relative brand familiarity for any commodity is in direct proportion to the number of times named.

One outstanding feature of the investigation is the consistency which characterizes the replies.

In the later chapters of the book the uni-

formity of the voting both between the sexes and between the different schools, has been specially emphasized. Charts based on this uniformity show a true picture of relative brand familiarity in Philadelphia for the various brands of each commodity listed.

The importance of the "age factor" in advertising is thoroughly covered in the next chapter. The replies to the questionnaires are especially valuable because they exactly reflect the response to the most recent advertising. Every year a new generation becomes brand conscious. Particular stress is laid upon the necessity of reaching this younger class through advertising, thus influencing them in favor of advertised brands while their minds are still unusually plastic.

The charts of the voting reflect the actual effects of present-day publicity far better than would be possible had an older group been tested. And because of the well-known fixity of early impressions, a forecast of future brand popularity is obtained.

As old people die there go with them the bias and preference created for certain brands by advertising of another period. But statistics show that children are being born in this

country at the rate of 2,640,000 per annum (1923). Recent advertising is producing goodwill for other brands in the minds of approximately two million additional young people each year. This publicity will influence their buying judgment for many years to come.

The question may be raised whether the results of the tests on the students in Philadelphia schools can be regarded as a criterion for the country as a whole. Had similar tests been made in Chicago, San Francisco, or Oshkosh, the general laws of advertising response, in principle, would have affected the replies of the students in exactly the same manner.

The voting of each school was an almost exact index of the voting of every other school, or of the combined voting of all schools. Human nature is so uniform that whatever is found to be true of a representative portion of the people in any community, will be true for a similar portion anywhere else. Just as like results were obtained in Philadelphia schools containing students from districts distinctly unlike, so would the average results in any city or town anywhere throughout the country be similar.

In using the results of any test of this

kind for drawing conclusions which may be applied generally, it is only necessary that the group tested shall have lived continuously in one community. This is because all have been subjected to the influence of the same newspaper advertising and other local advertising, as well as of that contained in national publications. Also, because local buying habits have affected all to a like degree.

The remarkable uniformity of the replies is of special significance, because such unusual coincidence of results absolutely eliminates the element of chance.

CHAPTER III

THE AGE FACTOR

UNTIL recently practically nothing definite has been known concerning just what part youth played in the buying of goods. The study and investigations of the subject so far have been purely quantitative. Estimates have been made and figures compiled which indicate to some extent what purchases are made of the principal lines of merchandise by the different age groups. No specific data have been gathered, however, which furnish any information as to the degree in which youth has actually been influenced by advertising.

This book does not attempt to compare the relative effects which advertising has had on the different age groups. It does prove conclusively by analysis of charts in the chapters which follow that the response to the questionnaires by students of senior grade in the Philadelphia high schools forms a true index of the results of advertising on the great middle class taken as a whole. Further, that this advertising influence has been remark-

ably effective in its purposes. Practical results have been only slightly affected by local conditions prevailing in the various districts.

But of major importance, as will be developed, youth has been definitely influenced and more or less completely won over to the brands which because of a good product, backed by adequate and intelligent advertising, deserved to win dominance.

For many years manufacturers have known that it was good psychology to have a youthful appeal in the advertising of certain lines. Yet because the subject had been investigated only superficially, a full understanding of the influence of advertising on youth was impossible.

It was recognized that a youthful appeal in the advertising of men's and women's wear played on a human weakness. This appeal was certain to get a response both "from the young and those who wish to appear young." There was no question in the minds of advertisers that youth exerted considerable influence on the purchase of many articles other than those intended primarily for them, such as phonographs, and good use was made of this knowledge in the advertising.

And many other instances could be cited,

but in practically every case the youthful appeal was used purely on the general principle that the idea was a good one—and it generally was—and still is. But the thought desired to be impressed upon the reader is that the idea is a much better one than was commonly supposed by its strongest supporters.

It may be a paradox to say that this statement is negative as well as positive. This can be explained by stating that the high school seniors in their answers displayed such a thorough knowledge of brands that it is questionable if their elders could have done better. Advertising which was never directed to youth by its appeal, except partly in the case of candy, men's clothing and tooth paste—three out of the twenty commodities listed—made a profound impression on their minds. Their replies on commodities in which they had only a casual interest were simply astounding.

Therefore, why is it necessary to advertise to youth at all? Or, just the opposite argument; what different results in the way of brand familiarity with these students could have been obtained by certain manufacturers had they used a youthful appeal?

This phase of the matter has been touched upon because this book is concerned mostly with the fact that the charts which follow, truly reflect the mental dominance of brands of the various commodities sold in Philadelphia stores. And also they indicate relative brand familiarity in the different sections of the city.

It is proved that advertising was the dominant force that caused the uniformity in the reaction of the students of high school senior age as reflected by their replies. This force was so overwhelming that the relative brand familiarity thus determined was only slightly affected by the environments in which the students lived. The data furnished by this book should go a long way toward giving all advertisers a better understanding of the influence of advertising on the minds of young people as it affects the sale of their products.

Let us consider a few of the many aspects of advertising and selling which are involved by the proposition of the appeal to youth. In the first place, psychologists agree that it is the associations gained in the formative period of youth that are stamped most indelibly upon

the mind. These bear a dominant influence on the mental reactions of the individual for many years to come. Also, young people are responsive to almost anything new that strikes their fancy. Advertising which appeals especially to them not only produces sales most quickly, but, if it is continuous and adequate, forms a bond which is not easily broken.

What has been fixed in the students' minds at eighteen and nineteen will not desert them. They have been more or less permanently influenced in favor of certain brands because advertising during the most impressionable period of their lives has worn grooves in their brain structure that cannot easily be removed.

Briefly, the manufacturer who has appealed to young people in his advertising and succeeded in winning their favor to his brand, has successfully placed his competitors' lines at a disadvantage. This cannot be overcome without very great effort in sales work and a largely increased advertising expenditure.

It has been commonly noticed by retailers that at the beginning of a period of depression the older customers tighten up almost immediately and sales to them fall off. The younger people with their characteristic optimism keep

right on with their purchases until they are actually forced by lack of cash to reduce their expenditures. When times improve, sales to the young get in full swing long before their elders will respond to any kind of advertising except reduction sales.

The reason for youthful appeal in advertising is only half told by emphasizing its indelible effect on the young. Their responsiveness to its message is greatest during the years from 17 to 30, which age group is largest in numbers as well as strongest in actual buying interest. Of equal importance is the dominant influence which youth exerts on sales to the older groups.

There is no question that modern youth sets the fashion in almost everything, and the extent to which maturity follows this lead is amazing. Today, fashions are actually being set by young people of high school age, and the range of their influence runs all the way from the purchase of automobiles to canned pineapple. Not a book, a magazine, or a play can meet even with ordinary success unless it appeals to youth.

The influence of youth is always dominant, and yet advertisers seem to be lagging behind the procession. Hit-or-miss methods have

been followed because advertisers have never come to a full realization of the ever-increasing part that youth is constantly playing in the purchase of all commodities.

Youth is demanding a greater share of attention than ever before. It is imperative that manufacturers be awakened to a fuller realization of the power which youth exerts on the welfare of their businesses. Advertisers should take better advantage of the opportunities offered thereby.

In the chapters which follow are charted the results of the replies of the high school seniors to the questionnaires. Many interesting facts are developed, and the forces which caused them are interpreted from new angles.

CHAPTER IV

MENTAL DOMINANCE OF BRANDS AND COMMODITIES

TABULATIONS

DETAILED RESULTS OF THE REPLIES TO THE
QUESTIONNAIRES.

RELATIVE STANDING OF BRANDS IN THE MINDS
OF THE STUDENTS TESTED.

DIFFERENCE IN KNOWLEDGE OF BRANDS AND
COMMODITIES BY MALES AND FEMALES.

CHAPTER IV

MENTAL DOMINANCE OF BRANDS AND COMMODITIES

BREAD—Commodity No. 1

See Charts on Pages 104 and 131.

BRANDS	MALES	FEMALES	TOTAL
Kolb's	186	201	632
Bond	120	125	
Freihofer's	120	131	274
Butter-Krust .	16	4	
Liberty	1	2	
American Stores	34	16	50
Company....	5	—	
Victor	24	13	
Asco	3	—	
Acme	1	3	
Supreme	1	—	
Jones	6	4	12
Holsum	1	1	
Schlater's	2	2	4
Grandma's	3	—	3
Becker's	1	1	2
Cope's	1	1	2
Ward's	1	1	2
Miscellaneous			
Brands	5	4	9
Names given—			
not brands ...	1	4	5
Blanks	2	3	5
	500	500	1000

BUTTER—Commodity No. 2

See Charts on Pages 105 and 132.

BRANDS	MALES	FEMALES	TOTAL
American Stores			
Company... 14	287	1	567
Louella..... 260		267	
Richland 10		7	
Asco 1		3	
Acme 2		2	
Supplee 39	39	30	72
Fairmount ... —		3	
Abbott's 23		27	50
Sharpless 11	12	27	40
Acorn 1		—	
Prairie Rose . —		1	
Dolfinger's 6		15	21
Guernsey 7		9	16
Mountaino 7		4	11
Brookfield 6		4	10
Clover Bloom .. 3		5	8
Miscellaneous			
Brands 68		49	117
Names given—			
not brands:			
Oleomargarine 5		3	8
Miscellaneous 3		11	14
Blanks 34		32	66
	500	500	1000

CAKE—Commodity No. 3

See Charts on Pages 106 and 133.

BRANDS	MALES	FEMALES	TOTAL
Tastykake.....	218	223	441
Ward's	143	115	258
Ivins'.....	36	54	90
Freihofer's	18	21	39
Medlar's	—	6	13
Medlar's Sponge	4	3	
Gardner's	7	3	10
Kolb's	4	3	7
Asco	6	1	7
Hanscom's	1	5	6
Sunshine	—	5	5
Thommen's.....	1	4	5
Keebler's	1	3	4
Miscellaneous Brands	33	23	56
Names given— not brands .	10	11	21
Blanks	18	20	38
	—	—	—
	500	500	1000

CANDY—Commodity No. 4

See Charts on Pages 107 and 134.

BRANDS	MALES	FEMALES	TOTAL
Whitman's	166	148	314
Margaret Penn ..	23	61	84
Page & Shaw.....	14	43	57
Hershey's	29	25	54
Wilbur's	27	25	52
United Stores ...	6 } 16	1 } 24	40
Happiness ...	10 }	23 }	
Montague's	18	21	39
Dorothy's	15	16	31
Marquetand's....	11	14	25
Tootsie-Rolls	10	2	12
Oh Henry	3	8	11
Kruse's	6	4	10
Quaker City	8	2	10
Asher's	6	2	8
Gates	6	1	7
Mason Mints	2	5	7
Belle Mead	5	1	6
Huyler's	3	3	6
Lowney's	3	3	6
Shellenberger's ..	2	4	6
Miscellaneous			
Brands	72	51	123
Names given—			
not brands	18	13	31
Blanks	37	24	61
	500	500	1000

CIGARS—Commodity No. 5

See Charts on Pages 108 and 135.

BRANDS	MALES	FEMALES	TOTAL
Eisenlohr	30	5	292
Cinco	106	116	
Henrietta	22	12	
Admiral	—	1	
	158	134	
El Producto	115	61	178
G. H. P. Cigar			
Co.	2	—	
	117	61	
Bobrow Bros....	4	3	93
Bold	41	40	
Topic	3	2	
	48	45	
Bayuk Bros.....	8	8	55
Philadelphia			
Hand-Made.	14	4	
Havana Ribbon	10	5	
Mapacuba	3	1	
Prince Hamlet.	1	1	
	36	19	
"44"	16	16	35
Adlon	2	1	
	18	17	
Girard	15	16	33
Roig	1	1	
	16	17	
Frings Bros.....	5	5	30
3 Bros.....	12	8	
	17	13	

(Continued on Next Page)

CIGARS (*Continued*)

BRANDS	MALES	FEMALES	TOTAL
La Palina	14	12	26
United Cigar Stores	6	15	22
Orlando	1	—	
General Cigar Company	1	—	14
Robert Burns . .	4	7	
Wm. Penn	—	1	
Owl	1	—	
Cressman's	—	2	6
Flor de Manuel	1	2	
Counsellor	1	—	
Madam Butterfly.	3	3	6
Miscellaneous Brands	21	18	39
Names given— not brands:			
Havana	17	57	74
Miscellaneous	5	15	20
Blanks	15	62	77
	500	500	1000

COFFEE—Commodity No. 6

See Charts on Pages 109 and 136.

BRANDS	MALES	FEMALES	TOTAL
American Stores	14	10	248
Asco	90	103	
Acme	8	23	
Arbuckle's	32	7	102
Yuban	42	21	
Lowry's	6	2	82
Tartan	47	27	
Scull's	3	2	79
Boscul	34	40	
Sheppard's	11	6	47
Morning Sip.	16	14	
G. Washington..	14	28	42
Bokar	19	8	27
Atlantic & Pacific			
Tea Co.....	6	11	17
Castor's	4	13	17
Parke's	9	7	16

(Continued on Next Page)

COFFEE (*Continued*)

BRANDS	MALES	FEMALES	TOTAL
Lord Calvert	5	5	10
Maxwell House .	6	3	9
Almar	2	6	8
Martindale's	2	3	5
Sunlite	5	—	5
Astor	2	3	5
St. James	1	3	4
White House ...	3	1	4
Miscellaneous brands	36	31	67
Names given— not brands:			
Java	15	33	48
Mocha	—	6	6
Postum	2	4	6
Miscellaneous	13	7	20
Blanks	53	73	126
	500	500	1000

CRACKERS—Commodity No. 7

See Charts on Pages 110 and 137.

BRANDS	MALES	FEMALES	TOTAL
National Biscuit			
Company	123	87	
Uneeda	245	244	
Nabisco	11	2	333
National Soda	4	—	
National Sal-			
tines	1	—	
Ivins'	35	46	
Ivins' Soda . . .	1	—	46
Ivins' Saltines	1	—	
Sunshine	8	9	
Tak-hom-a . . .	—	2	11
Keebler's	10	7	
Keebler's Sal-			
tines	—	1	8
Colonial	2	1	
Miscellaneous			
brands	11	16	
Names given—			
not brands:			
Graham	10	24	
Soda	5	21	
Saltines	5	6	
Miscellaneous.	3	4	
Blanks	25	30	
	500	500	1000

ICE CREAM--Commodity No. 8

See Charts on Pages 111 and 138.

BRANDS	MALES	FEMALES	TOTAL
Breyer's	249	287	536
Colonial	102	77	179
Supplee	64	79	143
Abbott's	44	21	65
Crane's	30	31	61
Lifter's	3	—	3
Miscellaneous Brands	6	3	9
Names given— not brands .	2	1	3
Blanks	—	1	1
	500	500	1000

MEN'S CLOTHING—Commodity No. 9

See Charts on Pages 112 and 139.

BRANDS	MALES	FEMALES	TOTAL
Kirschbaum	62	41	103
Hill	66	30	96
Jacob Reed	49	42	91
Hart Schaffner & Marx	47	29	76
Perry	26	37	63
Wanamaker & Brown	15	45	60
Wanamaker's . . .	24	29	53
Snellenburg's	21	22	43
Strawbridge & Clothier	18	7	25
Society Brand . . .	13	7	20
Lit Brothers	7	10	17
Gimbel's	8	3	11
Koshland	4	7	11
Styleplus	10	1	11
Wm. H. Wanamaker	8	3	11
Kuppenheimer . .	7	3	10
MacDonald & Campbell	3	7	10
Reid & Fort	5	4	9
Hilton	3	5	8
Miscellaneous Brands	69	52	121
Names given— not brands	3	6	9
Blanks	32	110	142
	<u>500</u>	<u>500</u>	<u>1000</u>

MILK (Fresh)—Commodity No. 10

See Charts on Pages 113 and 140.

BRANDS	MALES	FEMALES	TOTAL
Supplee	248	207	455
Abbott's	92	148	240
Scott-Powell	42	38	80
Dolfinger's	27	35	62
Harbison's	30	28	58
Baldwin's	15	9	24
Fisher's	5	6	11
Hansell's	6	—	6
Gross	4	—	4
Wawa	2	2	4
Miscellaneous Brands	18	13	31
Names given— not brands	5	3	8
Blanks	6	11	17
	—	—	—
	500	500	1000

MINCE MEAT—Commodity No. 11

See Charts on Pages 114 and 141.

BRANDS	MALES	FEMALES	TOTAL
Atmore's	78	57	135
Armour's	60	51	111
Heinz	44	56	100
American Stores. 5 }	34	7 }	19
Asco		9 }	
Acme		3 }	
Swift's	14	11	25
Burke's	12	12	24
Felin's	10	1	11
Libby's	4	5	9
Vogt's	6	3	9
None-Such	3	3	6
A. & P.	2	3	5
Acker's	2	3	5
Cornell	1	4	5
Almar	2	2	4
Eatmore	3	1	4
Miscellaneous ...	31	20	51
Names given—			
not brands	4	4	8
Blanks	190	245	435
	500	500	1000

MUSTARD—Commodity No. 12

See Charts on Pages 115 and 142.

BRANDS	MALES	FEMALES	TOTAL
Gulden's	317	286	603
Heinz	45	53	98
Colburn's	21	30	51
Colman's	24	26	50
French's	10	14	24
American Stores.. —	6	3	10
Asco		7	
Acme		—	
Gould's	2	5	7
Schlörer's	5	2	7
Libby's	4	1	5
Miscellaneous Brands	16	16	32
Names given— not brands	1	—	1
Blanks	49	57	106
	500	500	1000

PIANOS—Commodity No. 13

See Charts on Pages 116 and 143.

BRANDS	MALES	FEMALES	TOTAL
Cunningham	168	139	307
Heppe	60	113	173
Steinway	46	53	99
Lester	49 } 56	28 } 30	86
F. A. North Co.	7 }	2 }	
Estey	10	13	23
Ludwig	10	5	15
Weymann	13	2	15
Schomacker	7	5	12
Vincent	4	7	11
Chickering	5	4	9
Story & Clark...	3	4	7
Wurlitzer	5	2	7
Girard	2	4	6
Kranich & Bach..	3	1	4
Miller	—	4	4
Vose & Sons.....	2	2	4
Miscellaneous			
Brands	54	58	112
Names given—			
not brands:			
Baby Grand..	19	14	33
Upright	5	10	15
Grand	6	5	11
Miscellaneous	2	2	4
Blanks	20	23	43
	<u>500</u>	<u>500</u>	<u>1000</u>

RAZORS—Commodity No. 14

See Charts on Pages 117 and 144.

BRANDS	MALES	FEMALES	TOTAL
Gillette	331	268	599
Gem	70	31	101
Ever Ready	22	13	35
Durham-Duplex .	16	4	20
Auto Strop	16	3	19
Eversharp	4	8	12
Keen Kutter	2	1	3
Miscellaneous Brands	9	7	16
Names given— not brands:			
Safety	10	83	93
Steel	—	1	1
Blanks	20	81	101
	—	—	—
	500	500	1000

SUGAR—Commodity No. 15

See Charts on Pages 118 and 145.

BRANDS	MALES	FEMALES	TOTAL
Franklin	421	419	847
XXXX	4	3	
McCahan	18	6	24
American Stores.	2	2	11
Asco	—	4	
Acme	1	2	
Atlantic & Pacific Tea Co.	7	1	8
American	4	1	7
Domino	1	1	
Quaker	1	6	7
Wm. Penn	4	1	5
Miscellaneous Brands	12	6	18
Names given— not brands:			
Granulated ...	4	6	10
Cane	4	2	6
Miscellaneous	—	7	7
Blanks	17	33	50
	500	500	1000

TEA—Commodity No. 16

See Charts on Pages 119 and 146.

BRANDS	MALES	FEMALES	TOTAL
Tetley's	138	123	261
American Stores..	10	7	178
Asco	64	72	
Acme	14	11	
Lipton's	27	18	45
Salada	17	20	37
Atlantic & Pacific Tea Co.....	13	5	18
Boscul	6	5	11
Odessa	7	4	11
Lowry's	2	1	11
Tartan	5	3	
Castor's	2	3	5
Miscellaneous Brands	38	29	67
Names given— not brands:			
Ceylon	62	71	133
Orange Pekoe	8	22	30
India Ceylon.	8	9	17
Pekoe	3	5	8
Miscellaneous.	18	17	35
Blanks	58	75	133
	500	500	1000

TOOTH PASTE—Commodity No. 17

See Charts on Pages 120 and 147.

BRANDS	MALES	FEMALES	TOTAL
Colgate's	282	275	557
Pepsodent	50	59	109
S. S. White.....	51	39	90
Pebeco	34	54	88
Kolynos	15	21	36
Forhan's	10	15	25
Kal-Pheno	8	9	17
Lyons	3	4	7
Ipana	4	1	5
Klenzo	3	—	3
Calox	1	2	3
Miscellaneous Brands	13	5	18
Names given— not brands.....	10	3	13
Blanks	16	13	29
	500	500	1000

TYPEWRITERS—Commodity No. 18

See Charts on Pages 121 and 148.

BRANDS	MALES	FEMALES	TOTAL
Underwood	391	282	673
Remington	62	163	225
L. C. Smith	12	36	48
Oliver	15	4	19
Royal	4	4	8
Corona	3	3	6
Monarch	2	—	2
National	—	1	1
Woodstock	1	—	1
Names given— not brands	3	—	3
Blanks	7	7	14
	500	500	1000

BANKS—No. 19

See Charts on Pages 122 and 149.

BANKS	MALES	FEMALES	TOTAL
First National ..	43	57	100
Peoples	18	33	51
Southwark			
National	21	16	37
Girard Trust Co.	16	19	35
Market St. Title & Trust Co.	15	17	32
American Bank & Trust Co.	7	23	30
Second National.	12	16	28
Corn Exchange National	17	6	23
Philadelphia			
Saving Fund ..	7	15	22
West Philadelphia			
Bank	16	5	21
Northwestern			
Trust Co.	12	8	20
Cheltenham Trust Co.	10	8	18
Miscellaneous			
Banks	280	238	518
Blanks	26	39	65
	500	500	1000

NEWSPAPERS—No. 20

See Charts on Pages 123 and 150.

NEWSPAPERS	MALES	FEMALES	TOTAL
Bulletin (Evening)	288	314	602
*Public Ledgers (Morning and Evening)	115	111	226
Inquirer (Morning)	49	33	82
Record (Morning)	12	10	22
North American (Morning)	10	7	17
Miscellaneous Papers	6	—	6
Blanks	20	25	45
	500	500	1000

*NOTE.—*Public Ledger* (Morning) and *Evening Public Ledger* could not be listed separately, since many replies gave simply "*Ledger*".

BRANDS IN THE ORDER OF THEIR MENTAL DOMINANCE

See Chart on Page 101.

EXPLANATORY NOTE: To understand clearly the significance of this tabulation indicating the comparative mental dominance of brands, refer to page (42) which shows the results of the voting on sugar. It will be noted that Franklin sugar received 847 votes, which is 84.7 per cent. of the total votes cast for all brands of sugar. No other brand of any other commodity received so high a percentage. National Biscuit crackers, next to Franklin sugar in mental dominance, were named by 71.7 per cent. of those who replied, etc.

BRANDS	MALES	FEMALES	TOTAL	PER- CENTAGE OF ALL REPLIES
1—Franklin (Sugar) ..	425	422	847	84.7
2—National Biscuit (Crackers)	384	333	717	71.7
3—Underwood (Typewriters) . . .	391	282	673	67.3
4—Kolb's (Bread) . . .	306	326	632	63.2
5—Gulden's (Mustard)	317	286	603	60.3
6—Bulletin (Newspaper)	288	314	602	60.2
7—Gillette (Razors) ..	331	268	599	59.9
8—American Stores (Butter)	287	280	567	56.7

(Continued on Next Page)

MENTAL DOMINANCE OF BRANDS 49

(Continued from Page 48)

BRANDS	MALES	FEMALES	TOTAL	PER- CENTAGE OF ALL REPLIES
9—Colgate's (Tooth Paste)	282	275	557	55.7
10—Breyer's (Ice Cream)	249	287	536	53.6
11—Supplee (Milk—Fresh) . .	248	207	455	45.5
12—Tastykake (Cake) ..	218	223	441	44.1
13—Whitman's (Candy)	166	148	314	31.4
14—Cunningham (Pianos)	168	139	307	30.7
15—Eisenlohr's (Cigars)	158	134	292	29.2
16—Tetley's (Tea)	138	123	261	26.1
17—American Stores (Coffee)	112	136	248	24.8
18—Atmore's (Mince Meat) . . .	78	57	135	13.5
19—Kirschbaum (Men's Clothing) 62		41	103	10.3
20—First National (Bank)	43	57	100	10.0

COMMODITIES IN THE ORDER OF THEIR MENTAL DOMINANCE

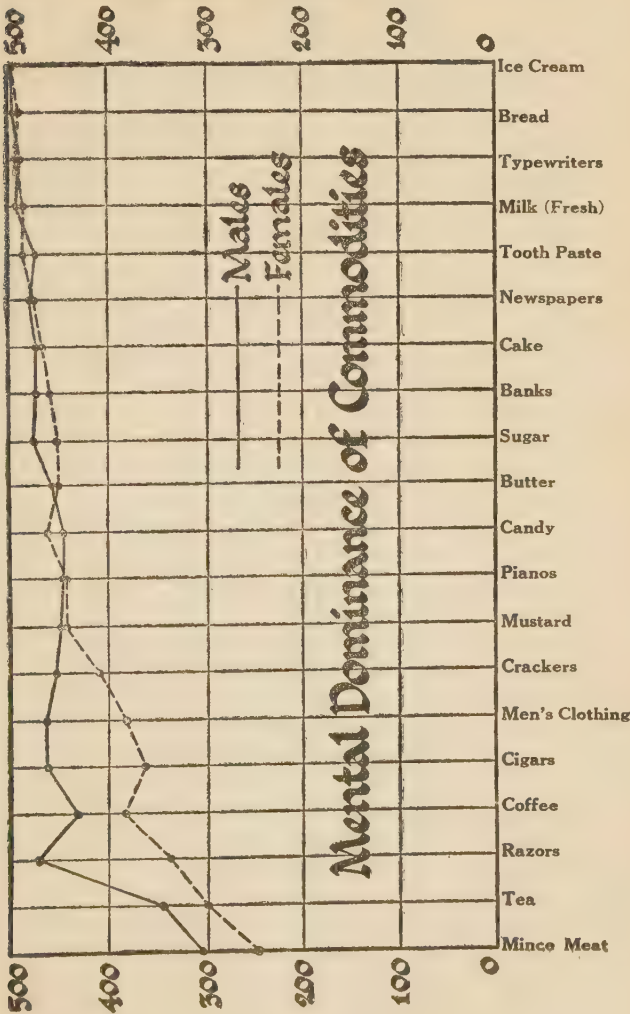
See Chart on Page 51.

EXPLANATORY NOTE: A large number of questionnaires, as will be noted from the preceding tabulations, contained either blanks or wrong answers, or both. Out of 1000 replying, 996 correctly named brands of ice cream. In the voting on this commodity only one subject failed to name a brand, and only 3 wrong names were given—see page (35). On no other commodity did so many subjects name brands correctly. On bread, 990 named brands correctly, etc.

COMMODITY	MALES	FEMALES	TOTAL
1—Ice Cream	498	498	996
2—Bread	497	493	990
3—Typewriters	490	493	983
4—Milk (Fresh)	493	487	980
5—Tooth Paste	474	484	958
6—Newspapers	480	475	955
7—Cake	472	469	941
8—Bank	474	461	935
9—Sugar	475	452	927
10—Butter	458	454	912
11—Candy	445	463	908
12—Pianos	448	446	894
13—Mustard	450	443	893
14—Crackers	455	419	874
15—Men's Clothing..	465	386	851
16—Cigars	462	363	825
17—Coffee	430	384	814
18—Razors	470	335	805
19—Tea	343	301	644
20—Mince Meat	306	251	557

MENTAL DOMINANCE OF COMMODITIES

Votes Received—COMMODITIES



Total Votes of Males and Females
FOR ALL BRANDS OF EACH COMMODITY
See Tabulation on Page (50).

Mental Dominance of Commodities

COMMODITIES IN WHICH MALES SHOWED
GREATER FAMILIARITY WITH BRANDS
THAN FEMALES

COMMODITY	MALES	FEMALES	DIFFERENCE
Razors	470	335	135
Cigars	462	363	99
Men's Clothing	465	386	79
Mince Meat	306	251	55
Coffee	430	384	46
Tea	343	301	42
Crackers	455	419	36
Sugar	475	452	23
Bank	474	461	13
Mustard	450	443	7
Milk (Fresh)	493	487	6
Newspapers	480	475	5
Bread	497	493	4
Butter	458	454	4
Cake	472	469	3
Pianos	448	446	2

MENTAL DOMINANCE OF COMMODITIES 53

COMMODITIES IN WHICH FEMALES SHOWED GREATER FAMILIARITY WITH BRANDS THAN MALES

COMMODITY	MALES	FEMALES	DIFFERENCE
Candy	445	463	18
Tooth Paste	474	484	10
Typewriters	490	493	3

COMMODITIES IN WHICH MALES AND FEMALES SHOWED EQUAL FAMILIARITY WITH BRANDS

COMMODITY	MALES	FEMALES	DIFFERENCE
Ice Cream	498	498	—

CHAPTER V

ADVERTISING HISTORY OF LEADING BRANDS

ON PAGES 26 to 47 are tabulated the records of the voting on the various brands for each commodity listed on the questionnaire. In the case of each commodity, one brand stands out more or less prominently above the others. On page 48 these leading brands are tabulated in the order of their mental dominance.

One fact is clearly evident: each of the advertisers of these dominant brands has succeeded in reaching the objective of every manufacturer—outstanding prestige for his product's name in the minds of consumers. .

For any noteworthy success, it is always of interest to know just what factors contributed to a position attained only by the few. In the case of brand familiarity with the public, quality of product and merchandising methods being equal, advertising is the dominating force which both stimulates and controls the consumer demand for commodities by brand name. Brief advertising histories of the lead-

ing brands have been compiled by the manufacturers of these brands especially for the purposes of this book. Their statements follow:

THE FRANKLIN SUGAR REFINING COMPANY

Franklin Sugar (Packaged Bulk)

The Franklin brand is by far the oldest brand of sugar on the Philadelphia market. It was first used in 1862, and the next oldest refinery which still survives is the McCahan, which did not begin operations until 1893.

The Franklin Sugar Refining Company was the first refinery to exploit package bulk sugars. It was the first to put up fine granulated in two- and five-pound cartons, and the first to put up powdered and confectioners' sugars in one-pound packages. However, Crystal Domino block sugar, manufactured by the American Refining Company of New York, was advertised before Franklin bulk sugar.

The introduction of our package sugars was done entirely by specialty salesmen. We first started by using house-to-house canvassers and afterwards used specialty salesmen to introduce the package to the retail trade. We were very successful in this and the Franklin brand

became firmly established in the territory in which we distributed our sugars before any regular newspaper advertising was done.

We did no newspaper advertising until after 1915, but continued the advertising quite regularly, although several times it was discontinued because of the oversold condition of the market and our inability to make deliveries.

Franklin advertising has usually been along seasonal lines, such as fruit preserving time, etc. In Philadelphia all the leading newspapers are used, and the principal papers are used generally throughout the territory in which we sell our product. The space has ranged from three columns by nine inches down to about one-third this size.

Dealer advertising has always been employed. Posters have only been used occasionally. We have also issued several attractive booklets on sugar, containing interesting information such as new recipes for desserts.

Our advertising appropriation is divided about as follows: 47 per cent. newspapers, 12 per cent. trade papers, 31 per cent. direct and dealer advertising, and 10 per cent. food shows and miscellaneous.

NATIONAL BISCUIT COMPANY

Crackers (Uneeda, etc.)

Uneeda Biscuit was placed on the market September 6, 1898, and has been advertised ever since that time. Other brands were used by our predecessors many years before, going back all the way to 1801, and many of these brands undoubtedly were the subject of local advertising. Uneeda Biscuit was, no doubt, the first bakery product to be advertised nationally.

Practically every known medium of advertising has been used by National Biscuit Company to exploit its products. We have used painted walls and bulletins, street cars, magazines, newspapers, posting, theatre programs, and dealer helps such as window trims, store posters and hangers, recipe booklets, electrotypes and moving picture slides.

During the past ten years our products have been advertised in a vast majority of the street cars of the country, the expense of which has been about one-third of our advertising appropriation. Our national advertising has been quite extensive, and our first newspaper advertising was national in scope. When a campaign

was decided on all newspapers published in cities of certain population were included.

Dealer helps continuously provided are invaluable, as they back up the advertising that we are doing, at the place where our goods are on sale. When the final suggestion to buy is made where the buying transaction takes place results are bound to be better.

For over ten years our advertising policy has been practically the same only we now give more thought to getting out more dealer helps. With one or two exceptions, our appropriation has, during the past ten years, been about uniform.

UNDERWOOD TYPEWRITER COMPANY

Underwood Typewriters

The Underwood Typewriter has been on the market since 1897, but it has not been advertised extensively until the past few years. Other concerns were using space in national publications, but the Underwood Typewriter gained prestige through word of mouth advertising and results achieved direct by mail.

Since the starting of our national advertising campaign about two years ago, we have probably averaged one page a month in The Saturday Evening Post, and have used the

American Magazine, Literary Digest, and the Quality Group at regular intervals—all of these publications carrying a full page. About six of the best-known publications besides the Quality Group—which was used extensively in 1922—have been used consistently, and in connection with this, we have carried a full-page advertisement in a number of other magazines at intervals of perhaps every other month.

Newspapers have not been used to a very great extent in this last campaign. However, in the year preceding, we used a very large per cent. of our appropriation in newspaper advertising. The bulk of our advertising appropriation has been spent in national media, the only other form being through our school advertising, which is taken care of by means of direct-by-mail advertising and speed typist demonstrations.

Our last newspaper display advertising in Philadelphia appeared in 1921, at which time we were running a newspaper campaign in the larger cities of the country. During 1921 a total of about 25,000 lines of newspaper space was used in the papers of Philadelphia, and about 3000 lines during 1922 and 1923.

The various proportions of our total advertising over a period of the past two years would be 60 per cent. through national media, 20 per cent. school advertising through demonstrators, etc., 10 per cent. in trade journals, 8 per cent. miscellaneous, and 2 per cent. newspapers. The general policy of the company has been to increase its advertising appropriation in proportion to its increase in business.

GENERAL BAKING COMPANY

KOLB BAKERY COMPANY

Bond Bread

The Kolb Bakery Company, now a subsidiary of the General Baking Company, has been doing business in Philadelphia since 1870.

In the early days very little advertising of any kind was done. But for many years we used all kinds of advertising—daily newspapers, bill boards both printed and painted, and a very intensive banner, streamer and sign display in grocery stores.

The regular newspaper advertising of the Kolb Bakery Co., goes back about twenty years, but the national publicity campaign on Bond Bread conducted by the General Baking Company only began in 1922. The Philadel-

phia newspapers have been used regularly with good-sized space. The expenditures of the Kolb Bakery Company in Philadelphia have, over a period of years, been about equally divided among billboards, newspapers, and street cars.

While we are sincere believers in publicity, we believe that before publicity comes quality and merit of the product. If we were to sell Bond Bread for \$5.00 a loaf, we would not know how to make it better. Each ingredient that we purchase must meet our exacting tests before it can be used in the manufacture of Bond Bread. The same high standards also apply to our plants. Every known device that can be utilized in the way of scientific manufacturing, is used. And these plants must pass an even higher inspection for cleanliness, than what is usually termed "housewifely clean."

CHARLES GULDEN, INC.

Gulden's Mustard.

Gulden's Mustard has been on the market since 1867.

In one way or another, Gulden's Mustard has been advertised since its early days. We

believe it was the first brand of mustard to be extensively advertised in this country.

Gulden's advertising makes use of national magazines, newspapers, street-car cards and posters, and numerous different forms of direct advertising. The outstanding features of Gulden's advertising policy have been first, continuity; second, liberal and effective use of color, particularly in depicting product and package; third, consistency in hammering home the fundamentals of the Gulden message. As the business has grown, steadily increased advertising has always proved the forerunner of steadily increased sales.

GILLETTE SAFETY RAZOR COMPANY

Gillette Razors

The Gillette Company was established in 1903 and from the very first advertised extensively, being the first safety razor manufacturer to realize the value of continuous and voluminous advertising.

The Gillette Company has always been a believer in large space advertising, and its use of magazines, newspapers, painted bulletins, posters, and other advertising, has been extensive.

Since its inception the Gillette Company

has increased its appropriation every year without exception and every year its sales and profits have been larger than for any previous period.

It is particularly noteworthy that through periods of either depression or "good times" sales have always been on the up-curve, and no time during its twenty years of existence has the Gillette Company felt it good policy to eliminate or restrict its advertising. Over its twenty-year period of publicity the advertising has been divided approximately as follows: Newspapers, 40 per cent., magazines 40 per cent., outdoor 5 per cent., and miscellaneous 15 per cent. Gillette distribution is undoubtedly the equal of any other American product—Gillette razors and blades being on sale in every civilized town and hamlet throughout the universe, and its advertising appearing in every country in the world.

AMERICAN STORES COMPANY

Louella Butter

Having established firmly the quality standard of Louella Butter, the next move was to give it publicity.

This was more than twenty-five years ago, and since that time Louella has been advertised consistently and persistently.

At the beginning the medium used was chiefly hand-bills—dodgers so-called—distributed from door to door; but in later years the publicity medium has been newspapers almost exclusively, dodgers being used only occasionally as a buttressing proposition.

In our scheme of publicity we use practically all the newspapers circulating in the zones throughout the four states where we operate. Space is used separately and at times jointly in connection with our general grocery and meat advertising.

Inasmuch as our organization is not a national one, being confined up to the moment, to the states of Pennsylvania, New Jersey, Delaware and Maryland, we do not use national publications.

In addition to the foregoing, we have not been unmindful of the value of signs, posters, etc., but use these only on the walls, etc., of our own buildings. Billboards are not used.

COLGATE & COMPANY

Colgate's Tooth Paste

Perhaps the first advertising ever done by Colgate & Company was in the form of a printed sign which graced the front of the original factory at 6 Dutch Street, New York

City, in 1806. We have been advertising consistently ever since, and have used practically every form of publicity which has ever been successfully used.

The Colgate division of appropriations, as far as class of media is concerned, varies each year.

The worthy product, Ribbon Dental Cream, is the embodiment of our whole one hundred and seventeen years of research and manufacturing experience.

BREYER ICE CREAM COMPANY

Breyer's Ice Cream

Breyer's Ice Cream has been on the market continuously since 1866. The proprietors of the business always have depended on their personal efforts to promote the sale of their product which was then as now, largely carried forward by its own excellence.

A regular program of advertising can be traced back to perhaps twelve or fifteen years ago when painted bulletins, and a little later lithograph posters, were used on the streets. Also, a small newspaper campaign was run.

The Company was not the first big user of ice cream advertising in this territory, and has

never been the biggest user of advertising, although it is the largest producer of ice cream in the world.

The advertising of the product in newspapers and other media is not continuous; it being decided that since the business has a high and low peak, that the time advertising is needed is when the business is at its low ebb. Therefore, posters and newspapers are used during the fall, winter and spring seasons, sometimes during all three seasons, and sometimes only during one or two of these seasons.

We have no definite program on the number of publications used, leaving this to the discretion of our agency. At the present time we are running advertisements in all the Philadelphia newspapers and in the most popular paper in the larger towns and cities surrounding Philadelphia within a fifty-mile radius. Our miscellaneous forms of advertising consist of a house organ which is mailed to the dealers monthly, flavor signs for inside the store, window signs to paste on the windows, street signs to attract outdoor attention, and several other kinds of outdoor signs which are placed on the walls of dealers' properties. A standard circular is printed in large quantities and the

dealers are provided with them to distribute in their neighborhood.

The amount of money apportioned to newspapers, posters, and direct advertising during the past several years has varied from year to year, and therefore we can only give a very general idea by saying that direct advertising has taken about 50 per cent. of our appropriation, newspapers 25 per cent. and posters 25 per cent.

SUPPLEE-WILLS-JONES MILK COMPANY

Gold Medal Milk (Fresh)

The first gold medal was won about twelve years ago and the name "Gold Medal Milk" has been used and advertised since that time.

It was the first brand to be extensively advertised. The Supplee people, prior to the consolidation with Wills-Jones, used newspaper advertising mainly, and while they used small space, as space is now regarded, it was the largest space then being used for milk advertising in any of the newspapers. Wills-Jones advertising at that time was largely street cars, booklets and other direct matter.

Last year we spent more than one-half of our appropriation in newspapers, slightly more than one-fifth on posters and high-spot

paint locations and a similar proportion in direct advertising. Our advertising expenditure has steadily increased, 1922 was by far our heaviest year and 1923 was not far behind.

TASTY BAKING COMPANY

Tastykake (Cake)

Tastykake has been on the market between eight and nine years. The advertising started soon after it was put on the market and has continued since that time. It was one of the first cakes to be advertised in Philadelphia.

The amount of money spent on advertising has been divided between various localized mediums, such as billboards, newspapers, etc. There has been no radical change in the policy of the advertising and it has continued more or less on the same lines since it was first started, with a regular increase in advertising and in the money spent thereon. The advertising appropriation is about equally divided between newspapers and miscellaneous forms.

STEPHEN F. WHITMAN & SON

Whitman's Candy

Whitman's candies were first made in Philadelphia by Stephen F. Whitman in 1842. Mr. Whitman was an advertiser in the Phila-

delphia newspapers from the start. He was the first to reach out for a national distribution of trade-marked candies through magazine advertising, and in the early days he dominated the national market, a much easier thing to do in those days than it is today. After securing leadership, the Whitmans relaxed their advertising efforts somewhat, giving an opportunity for other manufacturers to secure a footing in the national field.

Beginning in 1907 the Whitman advertising took on new vigor and has been steadily extended. Today, Whitman's are advertised in the leading magazines and periodicals of general circulation, in page space appearing every month. Every reading individual in the country is being reached twelve times a year.

Next to magazine advertising the Whitman plan for reaching the public depends upon the retail store selected to distribute the Whitman products in every neighborhood. Each Whitman agency is a center for the distribution of information about the Whitman products and for making his store known as local headquarters.

Practically everybody in the country sees the Whitman window displays which are dis-

played by nearly all of our agents at intervals throughout the year.

In the schedule for 1924 advertising sixty-six per cent. of our appropriation will be devoted to magazines of general circulation, and the newspapers in a few leading cities. The remainder of the appropriation will be devoted chiefly to dealer helps, signs, window displays, printed matter, electrotypes for local newspaper advertising, etc.

Our appropriations for advertising have steadily increased with the increase of the volume of business.

The business has shown an increase of over one thousand per cent. since the progressive advertising and sales policy was adopted.

CUNNINGHAM PIANO COMPANY

Cunningham Pianos

We were organized in 1883, and started business on Ridge avenue, Philadelphia, afterwards moving down to Chestnut Street. Advertising to a limited extent was done when at our original location, but after moving our retail store to the center of the city we advertised in street cars, in theatres, and had large signs on some of the prominent corners. But

such advertising seemed to be of very little use in our line of business.

In those early days the Philadelphia Public Ledger was the principal means of publicity in the city, and we proceeded to advertise in that paper, as well as in others. We made our product live up to the advertising, and so were able when a customer came into the store to examine an instrument to prove our newspaper assertions. Today, we are among the largest manufacturers in our business in the United States, and through continuous advertising our pianos are well known throughout the country.

We have done considerable national advertising but none of the leading magazines have been used during the last couple of years. But our local advertising has been largely increased so as to cover Philadelphia and adjacent territory more intensively. We are now using most of the daily newspapers published in Philadelphia with fair-sized space, together with papers in several other Pennsylvania cities.

About sixty-five per cent. of our present appropriation is now being spent in newspapers and about thirty-five per cent. in trade

papers, direct mail, etc. At this time, street car cards, theatrical programs, bill boards, or other miscellaneous forms of publicity are not being used.

OTTO EISENLOHR & BROS., INC.

Cinco and Henrietta Cigars

The House of Eisenlohr was founded in 1850. Beginning at that time a substantial business was gradually built up on a number of miscellaneous and private brands. No advertising of any nature was used in propagating their sale.

The world famous Cinco brand had its inception in 1888 and it was not until the early nineties that any form of advertising other than word of mouth was employed.

"A" type (double face) sidewalk signs were first adopted to advertise Eisenlohr's Cinco in 1894. Of the cigar brands on the market today, Cinco was the first to be advertised.

Otto Eisenlohr succeeding his father (William Eisenlohr) in the management of the business was always a firm believer in the value of signs at the point of purchase and the general use of outdoor signs was developed in keeping with the continuous growth

of the Eisenlohr business. Cinco signs, however, were confined to selected locations and for many years a waiting list of dealers desiring Cinco signs was maintained.

The House of Eisenlohr is still a firm believer in the value of signs at the point of purchase but of recent years porcelain enamel has been used to supplant the older type of painted wooden signs.

The first Eisenlohr product to be advertised in the newspapers was the Henrietta brand in 1917. This advertising was carried on at first intermittently in Philadelphia newspapers, but with the continuous development in sales the number of papers and size of space have been gradually increased until at this time (November, 1923) Henrietta copy is being carried in Philadelphia and nearby city papers every week on a year 'round basis.

Cinco was first advertised in the newspapers and national magazines in 1918. Newspapers have since been used more or less extensively to support distribution and stimulate sales in various territories spread over the United States. Consistent with distribution, national magazines have been used to advertise Cinco. Full-page space was at first employed, fol-

lowed by half-page advertisements. For the ensuing year (1924) a continuous schedule of color pages will be used in the national magazines and semi-weekly advertisements will appear in the newspapers throughout the entire year.

Dealer helps in the nature of glass box tops, showcase strips, small double face hangers, window and showcase transparencies, window posters and porcelain enamel signs, are furnished to tie up with and support the newspaper and magazine advertising at the point of purchase.

The Eisenlohr advertising appropriation of recent years has been distributed as follows: 35 per cent. newspapers, 25 per cent. national magazine advertising and 40 per cent. dealer helps. For the ensuing year (1924) newspapers will receive the bulk of the appropriation followed by national magazine advertising and dealer helps.

JOSEPH TETLEY & COMPANY

Tetley's Tea

Joseph Tetley & Company started selling India and Ceylon tea in the United States in 1887. Advertising started in 1888, and to the

best of our knowledge, Tetley's Tea was the first India and Ceylon tea advertised in this market. About 80 per cent. of our advertising appropriation is placed in the newspapers and the balance is used for store signs, samples, demonstrating, etc.

AMERICAN STORES COMPANY

Asco Coffee

"Asco" was first used as the brand name of American Stores coffee in 1917. Since that time, the same general scheme of publicity has been followed as described for Louella butter on page 63.

ATMORE & SON, INC.

Mince Meat (Bulk)

Our brand has been on the market since before 1842 and for a great many years was advertised continuously in Philadelphia and vicinity, principally by store display.

The first large national advertiser of mince meat that we know of was The Dougherty New England Condensed Mince Meat Company. The various old mince meat houses that

pack bulk mince meat, and who have been in business since the 60's or 70's, in most cases have been unable to successfully advertise owing to the handicap of not having a trade-marked package.

Up to 1910 our advertising was principally store work and direct advertising of various kinds, although some trade papers were used. From 1910 to 1917 we built up an extensive line of street car advertising and in 1916 had street car advertisements in about sixteen different cities in the United States.

Owing to war conditions in 1917 we began local advertising in the Philadelphia newspapers, and from 1917 to 1922 placed advertising in practically all of the Philadelphia morning and evening papers annually in November and December. During this time we also placed some scattered advertisements in some of the national magazines such as *The Ladies Home Journal* and one or two others, but did not continue this for any length of time. About eighty per cent. of our present advertising appropriation is spent in newspapers and the remainder in advertising of various kinds.

A. B. KIRSCHBAUM COMPANY
Kirschbaum Clothing (Men's)

Kirschbaum clothing has been advertised continuously since 1900, and we were one of the first clothing manufacturers to use a double page spread in *The Saturday Evening Post*. At the present time, however, there is no advertising running in national magazines.

Advertising has been consistent and thoroughly continuous in season. There is a campaign in the spring and another in the fall, lasting throughout the selling season. All of the leading Philadelphia newspapers are used, the space varies from about three hundred lines to full pages, and the advertising is published over the retailer's name.

About fifty per cent. of our advertising appropriation goes for newspaper space, and the remaining fifty per cent. is divided between direct advertising to consumer through the dealer, trade papers, direct mail, and road signs.

The advertising methods and policies during the last several years have been entirely along the line of increasingly closer coöperation with the retailer. The present policy

was adopted about seven years ago and has proved so satisfactory that it has been made permanent.

FIRST NATIONAL BANK

The First National Bank was founded June 20, 1863. Until recent years it has not been a particularly aggressive advertiser. At present, the First National Bank advertises actively in local newspapers and financial journals, supplementing this by a certain amount of direct mail advertising.

THE PHILADELPHIA EVENING BULLETIN

The Philadelphia Bulletin is an evening newspaper with daily circulation in and about the City of Philadelphia. No Sunday edition is published.

"The Bulletin" was founded in 1847, succeeding the American Sentinel, which had been in existence since 1811. It was the first afternoon daily newspaper in Philadelphia and one of the first newspapers to utilize the "electric telegraph" which had just been invented by Morse, the paper being named Cummings' Telegraphic Evening Bulletin.

On November 20, 1850, the paper, which had started as a four-page sheet, appeared

with eight pages in a double sheet, something not before attempted. In 1895 it was acquired by the present management. It was then an eight-page paper of small circulation.

The progress and growth of "The Evening Bulletin" during the twenty-nine years of its present ownership can probably be best explained by the fact that no effort or expense was spared to make it a first-class reliable newspaper, with an appeal to all the members of a family. Merit as a newspaper has been the dominant consideration.

Although conservative in treatment of its news matter, it now (1924) sells more than 500,000 copies daily, a circulation larger than that of any other daily or any Sunday newspaper published in Pennsylvania, and one of the largest in the United States.

As its circulation and the number of its pages have increased, additions to its printing plant have been necessary. Its press rooms in 1924 contain 186 newspaper eight-page printing units, making them the largest in the world. Additional presses and an extension of the press rooms are under construction. 128 motor trucks and wagons, and some 8000 carriers,

newsboys, dealers and distributors take part in the daily sale of "The Bulletin."

No prize, premium, coupon, or other artificial methods of stimulating circulation have ever been used by "The Bulletin." The bulk of "The Bulletin's" advertising appropriation has always been spent in newspapers.

CHAPTER VI

ANALYSIS OF THE ADVERTISING OF LEADING BRANDS

OF THE eighteen commodities considered, exclusive of banks and newspapers, a certain brand of each commodity stands out more or less prominently above the others. These eighteen leading brands are tabulated on page 48 in the order of their mental dominance—that is, in the order in which these brands predominated over other brands of the same commodity.

By referring to the tabulation it will be noted that Franklin Sugar is the most dominant brand of the commodity, sugar. As indicated in the last column, 84.7 per cent. of those who mentioned any brand of sugar named Franklin. No other brand of any other commodity received so high a percentage of the total votes. Continuing down the list it is seen that while Kirschbaum leads in brand dominance in clothing, yet the margin by which it leads is less than the margin given the leader in any other commodity. Only 10.3 per cent. of those who mentioned brands of

men's clothing named Kirschbaum. Still no other brand of clothing was mentioned by so great a percentage.

These eighteen leading brands have for some combination of reasons been impressed upon the students' minds with greater intensity than any others. In addition to the fact that these brands must have quality, it is evident that the advertising of each must have fulfilled its function very efficiently.

It is our purpose in this chapter to analyze the advertising of each of the eighteen leading brands of commodities sold in Philadelphia stores, to discover just how closely it conforms to the characteristics of the most efficient publicity.

First, certain laws which tend toward the most effective advertising will be stated, and then a comparison will be made between the actual advertising of the leading brands and the laws named.

In general, the advertising of any product stands the best chance of being completely successful—

1. If it was the first advertising of a particular brand.

2. If it is continuous.
3. If it consists of large space.
4. If it is frequent.
5. If it is recent.
6. If it appears in the leading local newspapers.
7. If it appears in the important national publications.
8. If it includes sufficient miscellaneous * forms of secondary advertising.

Let us see then how completely these specifications are satisfied by the advertising of the leading brands of commodities sold in Philadelphia stores.

The table on pages 84 and 85 lists for each commodity the leading brand in the order of its mental dominance, and shows for each brand the percentage of fulfilment of each of the ideal advertising conditions named above.

An examination of the tabulation will show that there is very little relation between the order of dominance of the brands and the percentage of fulfilment of the ideal conditions. But this is as should be expected because of

* Miscellaneous advertising includes all forms of advertising other than that in newspapers and general magazines, such as direct mail, trade papers, billboards, car cards, demonstrations, window displays, dealer helps, house organs, samples, etc.

PERCENTAGE OF FULFILMENT OF IDEAL CONDITIONS FOR THE MOST EFFECTIVE
PUBLICITY BY THE LEADING BRANDS IN PHILADELPHIA *

Names of Leading Brands in Philadelphia	First Advertiser (per cent.)	Continuous (per cent.)	Large Space (per cent.)	Frequent (per cent.)	Recent (per cent.)	Scope of Philadelphia Newspaper Advertising (per cent.)	Scope of National Advertising (per cent.)	Miscel- laneous Forms of Adver- tising (per cent.)	Percent- age of Fulfillment of Ideal Conditions
1. Franklin Sugar (Packaged Bulk)...	100	50	75	56	100	100	0	75	69
2. National Biscuit Crackers	100	100	100	61	100	0	45	100	76
3. Underwood Typewriters	0	75	100	57	100	75	30	50	61
4. Kolb's Bread (Bond)	100	100	75	77	100	100	7	100	82
5. Gulden's Mustard	100	100	50	71	100	74	10	100	76
6. Gillette Razors	100	100	100	83	100	96	35	100	89
7. American Stores Butter (Louella)...	0	100	75	52	100	100	0	10	55
8. Colgate's Tooth Paste	100	100	100	99	100	98	100	100	99

the disturbing factors of quality, merchandising methods, and competition.

For example, Franklin, the winner among sugars, and the most dominant brand of any commodity—receiving 84.7 per cent. of the total votes cast—is given a rating of only 69 per cent. fulfilment of the ideal conditions for the most successful advertising. And Colgate's, the winner among tooth pastes, standing number eight in dominance, when all commodities are considered—receiving only 55.7 per cent. of the total votes cast—is given a rating of 99 per cent. fulfilment of the ideal conditions for the most successful advertising.

But this does not seem inconsistent when it is considered that Franklin Sugar has practically no advertising competition in packaged bulk sugars, while there are a number of tooth pastes on the market spending a comparable amount of money to Colgate, in advertising their product.

If, however, the ratings of the winning brands as shown in the tabulations are analyzed from another standpoint, the reasons for the dominance of these brands will be apparent. At the bottom of each column on page 85

is shown the average percentage of fulfilment of all the brands for the particular ideal condition considered.

The figures show that the most important characteristics of the advertising of the winning brands in the order of the average percentage of fulfilment of the conditions named, are:

Recency	98 per cent.
Continuity	87 per cent.
Size (large)	72 per cent.
Frequency	65 per cent.
Primacy	55 per cent.

In considering the percentages shown, reference should be made to the ratings of fulfilment of the ideal conditions for the winning brands as indicated in the tabulation on pages 84-85. These ratings were made after a careful study of the advertising of the winning brands, and in calculating the average percentages no weight was given the various characteristics other than the ratings shown.

It should be clearly understood that no claim is made as to the relative effectiveness of advertising in general being in accordance with the above order of percentages for the respective characteristics.

However, it is significant that *recency* and *continuity* are the dominating characteristics of the advertising of the winning brands. Of these eighteen brands, advertising of seventeen of them was actually running during the time the tests were being made. Advertising of the remaining brand had stopped only a few months before the beginning of the tests.

Of course, the importance of any one of these characteristics depends absolutely upon the support of the others. Not only had these winning brands been advertised *recently*, but in addition, they had been advertised *continuously* over a long period of years with *large space*.

Further, more than half of these successful brands had been advertised before any others in their respective fields. And it should be particularly noted that every one of these first large advertisers was advertising regularly at the time of the tests.

There is no doubt that the oldest and most successful advertisers are fully aware of the fundamental principles of publicity governing the destinies of their businesses. They do not need to be told that the prestige of any product however great, begins to slip almost

immediately after advertising has been materially decreased.

These successful advertisers know that the total stoppage of advertising even for a comparatively short period with the idea in view of making a better showing on the yearly balance sheet, is a delusion. For it has been proved many times that the decline in sales which results when advertising support is removed, more than counterbalances the supposed saving. Not only are greater sales efforts necessary, but the additional advertising later required to overcome the loss in popularity of the product, produces a larger advertising bill in the aggregate than if the previous advertising had been maintained on its original basis.

When the advertising of a popular product has been stopped for a long period, the lost prestige resulting is seldom regained. Advertising history is strewn with examples.

Pears, once the most widely advertised and best known toilet soap, practically stopped advertising and then periodically renewed it, but its lost prestige has never been regained. Palmolive Soap, a comparative newcomer but a dominant advertiser, has forced itself to

the top, and keeps itself there by maintaining its appropriation. In the field of general utility soaps, Ivory maintains its dominant position by large and consistent advertising appropriations. Pearline, a soap powder, once widely advertised and a leading seller, has practically disappeared because its producers believed that advertising could be stopped and the demand retained.

Instances of this nature could be cited almost indefinitely, for nearly every commodity has its examples. Other things being equal, most of these once popular commodities started on the down grade when the executives in charge failed to have the foresight to protect the future of their business by making sufficient appropriations for publicity.

The makers of Campbell's soup and Eastman Kodaks have never been accused of a lack of business acumen. If these concerns find it necessary to advertise in dominant space in numerous publications to uphold a prestige that looks unassailable, should not those who have real competition to face be guided by their example?

It is not surprising that the manufacturers

of the brands winning in the test, so consistently fulfilled the specifications laid down at the beginning of this chapter for completely successful advertising. Certainly, the results have thoroughly vindicated their judgment.

FORMS OF ADVERTISING

Again referring to the tabulation on pages 84-85, the forms of advertising in the order of fulfilment of the ideal conditions are:

Newspapers 85 per cent.

Miscellaneous forms*. 73 per cent.

National publications. 17 per cent.

Of the eighteen commodities considered, the nine following have dominant nationally known brands: candy, cigars, coffee, crackers, men's clothing, pianos, razors, tooth paste and typewriters. Also, bread, mince meat, mustard and tea have nationally known brands. The five remaining commodities: butter, cake, ice cream, milk (fresh), and sugar (packaged bulk) are the only ones on the list which can be regarded as purely local products. If these five strictly local brands are eliminated from consideration, because national advertising is not practicable for them, the forms of

* See footnote on page 83.

advertising in the order of fulfilment of the ideal conditions are:

Newspapers	83 per cent.
Miscellaneous	73 per cent.
National	23 per cent.

Of the eighteen companies, fourteen furnished the average division of their advertising expenditures for the years immediately preceding the voting. These expenditures follow:

DIVISION OF ADVERTISING EXPENDITURES

	Newspapers (per cent.)	National Advertising (per cent.)	Miscel- laneous Advertising (per cent.)
Franklin Sugar Refin- ing Co. (Sugar)	47	0	53
Underwood Typewriter Co. (Typewriters) . .	2	60	38
Gillette Safety Razor Co. (Safety Razors) .	40	40	20
American Stores Co. (Butter)	90	0	10
Breyer Ice Cream Co. (Ice Cream)	25	0	75
Supplee-Wills-Jones (Milk—fresh)	60	0	40
Tasty Baking Co. (Cake)	50	0	50
Stephen F. Whitman & Son (Candy)	10	70	20

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	Newspapers (per cent.)	National Advertising (per cent.)	Miscel- laneous Advertising (per cent.)
Cunningham Piano Co. (Pianos)	65	0	35
Otto Eisenlohr & Bros., Inc. (Cigars)	35	25	40
Joseph Tetley & Co. (Tea)	80	0	20
Atmore & Son, Inc. (Mince Meat)	70	10	20
A. B. Kirschbaum Co. (Men's Clothing) ..	50	0	50
American Stores Co. (Coffee)	90	0	10
Average	51	15	34

The average percentages of advertising appropriations spent in various forms of publicity by the above companies are:

AVERAGE DIVISION OF ADVERTISING EXPENDITURES FOR ALL COMPANIES CONSIDERED

Newspaper advertising.... 51 per cent.
 Miscellaneous forms*.... 34 per cent.
 National advertising..... 15 per cent.

Eliminate from the calculations the five local brands—butter, cake, ice cream, milk (fresh), and sugar (packaged bulk) because

* See footnote on page 83.

national advertising is not practicable for them. Then the average percentages of advertising expenditures by the remaining nine companies are:

AVERAGE DIVISION OF ADVERTISING
EXPENDITURES FOR COMPANIES MAKING
COMMODITIES WITH NATIONALLY
KNOWN BRANDS

Newspaper advertising....	49 per cent.
Miscellaneous forms*.....	28 per cent.
National advertising.....	23 per cent.

Consider only the five companies selling butter, cake, ice cream, milk (fresh), and sugar (packaged bulk)—commodities which have no advertised national brands, and therefore purely local as far as Philadelphia is concerned. The average percentages of advertising appropriations are:

AVERAGE DIVISION OF ADVERTISING
EXPENDITURES FOR COMPANIES
SELLING LOCALLY ONLY

Newspaper advertising (Philadelphia and vicinity)	54 per cent.
Miscellaneous forms*.....	46 per cent.

* See footnote on page 83.

CHAPTER VII

NEWSPAPERS

IT IS interesting to note that the relative number of replies on the leading brands of each commodity bears a close relation to the respective sales of these brands in Philadelphia stores. But sufficient sales figures are not available to make an exact comparison. With newspapers, however, circulation records furnish complete information for such a comparison.

An analysis of the newspaper vote is especially applicable because newspaper advertising is the dominating force influencing brand familiarity, as the two foregoing chapters confirm. Further, the uniformity of the replies on newspapers was much greater than for any of the commodities listed on the questionnaire.

The following tabulation shows the Philadelphia circulation (city only) for each of the principal Philadelphia morning and evening

newspapers at the time just before the tests were made in the high schools. There is also shown the relative coverage of each Philadelphia newspaper on a basis of there being 400,000 separate dwellings in Philadelphia, long known as "The City of Homes."

CITY CIRCULATIONS OF PHILADELPHIA NEWSPAPERS

according to publishers' statements to Audit Bureau of Circulations for six months ended March 31, 1923:

Newspaper	City Circulation. (Daily)	City circulation of each Philadelphia newspaper as compared with the 400,000 Philadelphia homes. (Coverage)
Bulletin (Evening) .	378,240	94.5 per cent.
Inquirer (Morning)	149,457	37.3 per cent.
Ledger (Evening) . .	149,239	37.3 per cent.
Record (Morning) .	50,577	12.6 per cent.
Ledger (Morning) ..	49,794	12.4 per cent.
North American (Morning)	42,229	10.5 per cent.

The next tabulation shows the actual total votes received by each newspaper in all schools and also the percentages of these total votes.

TOTAL VOTES FOR PHILADELPHIA
NEWSPAPERS BY ALL SCHOOLS

Newspaper	Newspaper votes by 1000 students.	Percentages of votes re- ceived by each of the five leading newspapers.
Bulletin (Evening)	602	63.4
*Ledgers (Morning and Evening)	226	23.9
Inquirer (Morning)	82	8.6
Record (Morning)	22	2.3
North American (Morning)	17	1.8
	949	100.0
Miscellaneous Papers	6	
Blanks	45	
	1000	

*NOTE—*Public Ledger* (Morning) and *Evening Public Ledger*, could not be listed separately, since many replies gave simply "*Ledger*."

On the basis of the percentages of the circulation figures as given, the relation between the votes received by the respective newspapers should have been as follows:

Bulletin	46.2 per cent.
Ledgers	24.3 per cent.
Inquirer	18.2 per cent.
Record	6.2 per cent.
North American	5.1 per cent.

In considering all of the foregoing figures it would naturally be expected that the percentage of students who named each paper would bear a close relation to that paper's percentage of relative circulation strength.

However, an analysis of the votes of the students when compared with each paper's proportion of the total city circulation, shows the following result:

Bulletin

(Evening)	37.5%	<i>Stronger</i>	in popular- ity than its proportion of the total city circu- lation of all papers.	
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Ledgers

(Morning and Evening)	1.6%	<i>Weaker</i>	"	"
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Inquirer

(Morning)	52.7%	<i>Weaker</i>	"	"
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Record

(Morning)	62.9%	<i>Weaker</i>	"	"
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North American

(Morning)	65.4%	<i>Weaker</i>	"	"
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CHAPTER VIII

AGREEMENT BETWEEN MALE AND FEMALE REPLIES

ONE of the most surprising features developed by the analysis of the replies is the marked uniformity in voting by the males and females in the selection of brands on every one of the twenty commodities listed. This fact is interesting in itself but its importance lies in the possibilities of its application to practical advertising problems.

Of the twenty commodities listed on the questionnaire, including banks and newspapers, the males and females selected the same leading brand for nineteen of them. The only commodity on which a difference of opinion exists between the males and females as to the leading brand is men's clothing. In this case there is no outstanding brand.

The chart on page 101 shows a comparison between the votes of males and females on the leading brand of each commodity. The brands have been arranged in the order of their mental dominance, beginning with

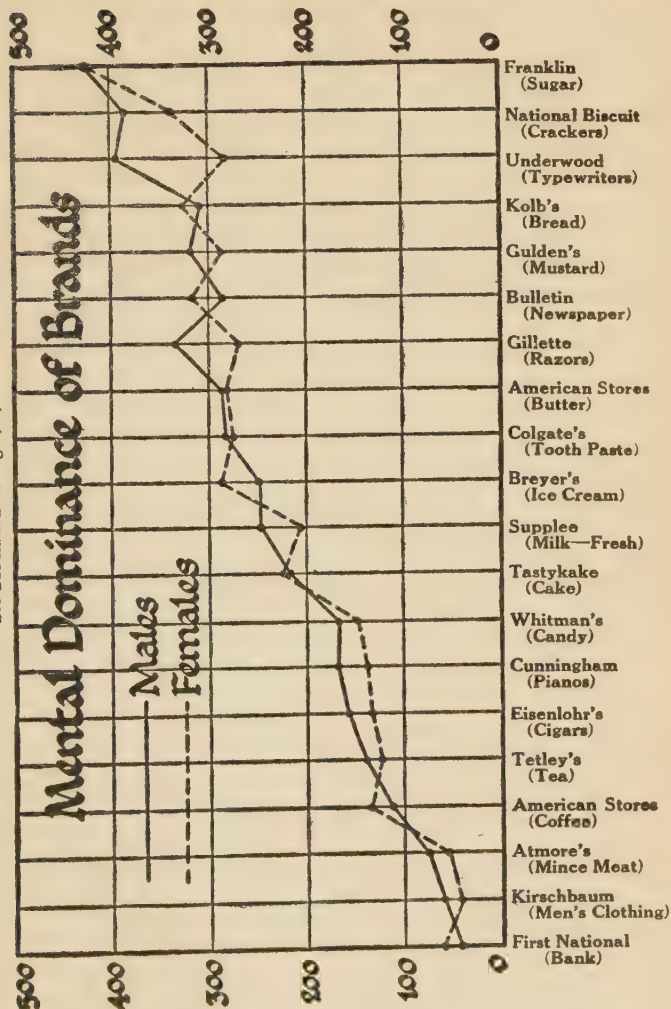
Franklin Sugar and ending with First National Bank. It should be noticed that as the mental dominance of these leading brands grows less, it decreases uniformly in the minds of both the males and females. The sexes are in almost complete agreement as to the degree of dominance.

Charts indicating by curves the vote of males and females on each of the five leading brands of the twenty commodities are shown on pages 104 to 123. An understanding of these charts can easily be had by referring to the chart on sugar—page 118—the commodity having the brand of greatest mental dominance—“Franklin”. Also to the chart on banks—page 122—where the mental dominance is least. These two charts represent the extremes in mental dominance as indicated by the replies of the students. But it will be noticed that as shown by the total votes of each sex on each chart, the males and females were almost a unit in their decisions. It is upon the significance of this remarkable similarity of the voting of the sexes on the leading brands of each commodity that there will be laid particular stress.

Special attention is called to three charts—

MALE AND FEMALE REPLIES

Votes Received—LEADING BRANDS



Agreement Between Male and Female Replies
ON THE LEADING BRAND OF EACH COMMODITY

See Tabulation on Page (48).

one on "bread", page 104; one on "cigars", page 108; and one on "razors", page 117. The females should normally have more interest and knowledge of the various brands of bread than the males, and the males likewise should have a greater familiarity with the brand names of cigars and razors.

An examination of the replies shows that starting with the winning selection, the four leading brands of bread received votes in the same order according to number, by both males and females, and that the five leading brands of cigars and three leading brands of razors were selected in the same order according to number by both males and females. And by again referring to the same charts, pages 104, 108, 117, it will be seen that the male and female votes parallel each other almost exactly.

Considering each of these three commodities, it will be noted that there is a close agreement in the votes of both sexes on the leading brand for each commodity. Also, whether this vote averages 316 for the leading brand in the case of bread, or 145 for the leading brand of cigars, the vote of both sexes drops off in

almost the same proportion down to the second brand and likewise on to the fifth and lowest brand shown.

This extraordinary uniformity in the voting of the males and females on the brands of commodities so dissimilar in their appeal to the opposite sexes was unlooked for. It is surprising that the votes on brands of bread were almost exactly the same by males and females, and even more so that the votes on cigar brands correspond so nearly. But that the greatest uniformity should be in the voting on razors and that the charted curves on the latter should compare so closely with those on bread, seems almost incredible.

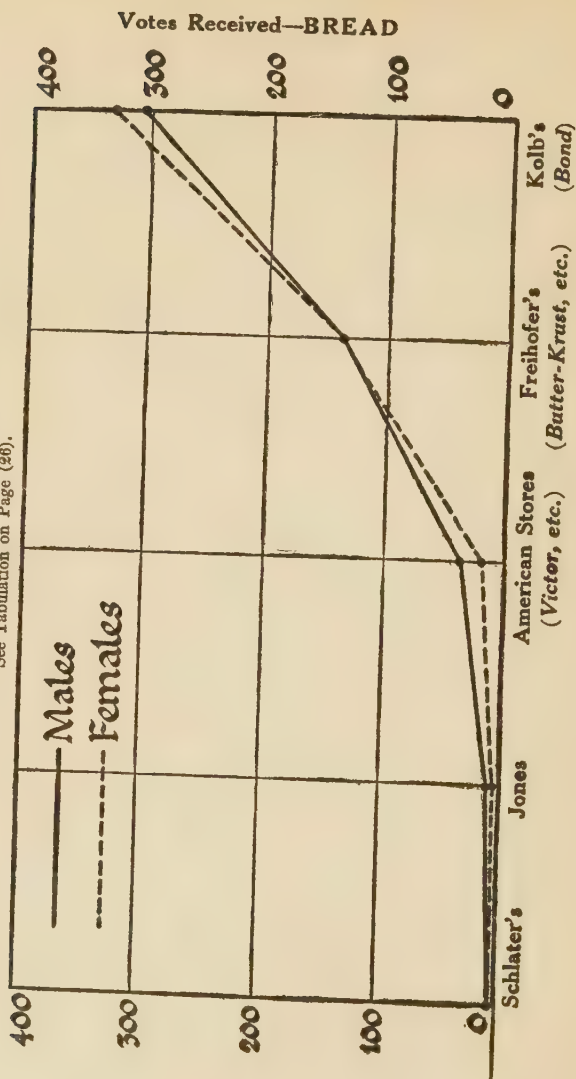
Emphasis has been laid on the similarity and order of the selections of the brands made by each sex. This similarity of action proves that whatever forces acted, or failed to act, not only influenced males and females in the same direction, but almost to the same degree. There is just one answer, and that is advertising.

The more closely this set of charts is analyzed the more astonishing are the facts revealed regarding the manner in which the replies of the two sexes parallel each other.

Agreement Between Male and Female Replies

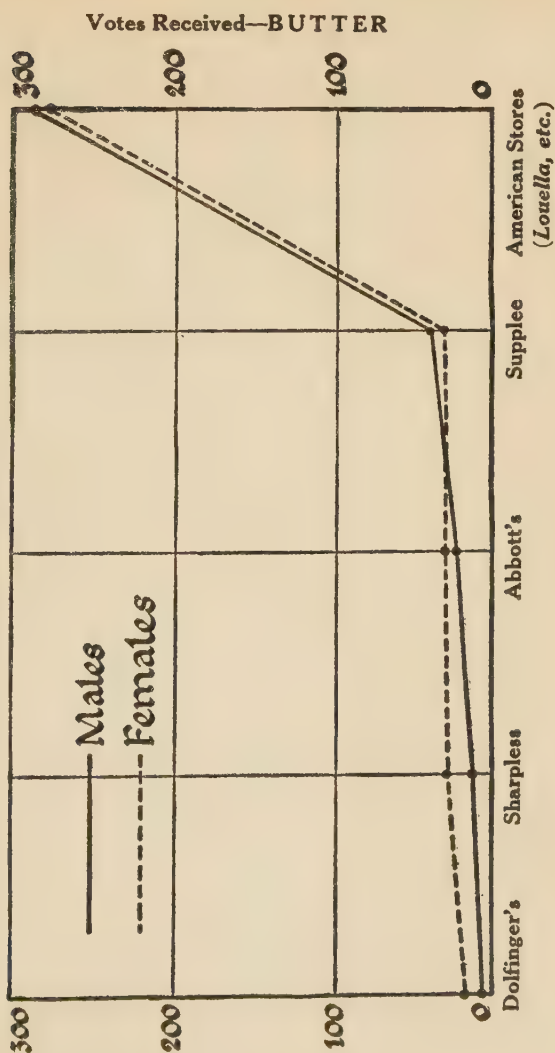
BREAD—Commodity No. 1.

See Tabulation on Page (26).

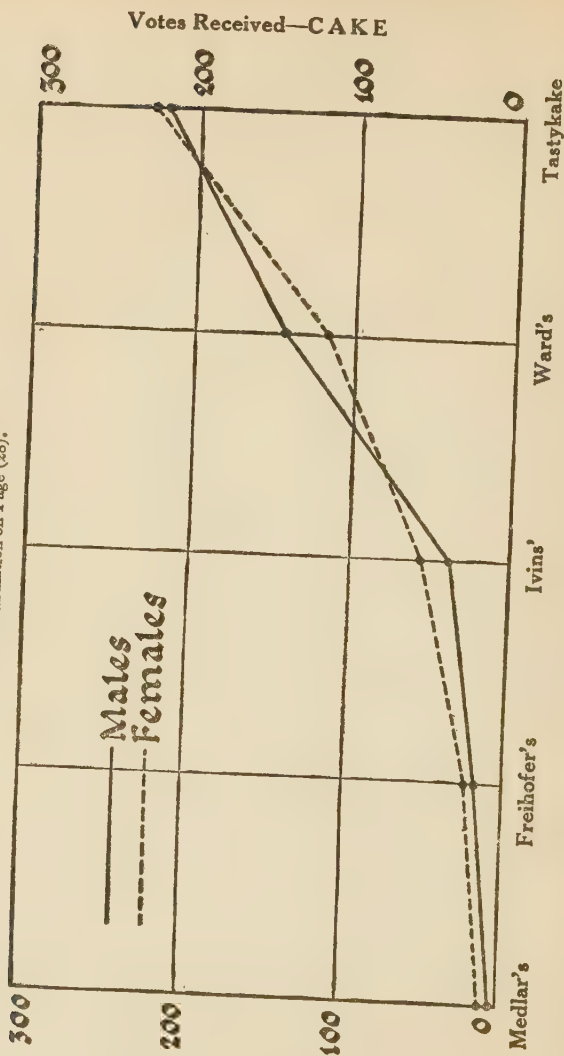


Agreement Between Male and Female Replies BUTTER—Commodity No. 2

See Tabulation on Page (37).



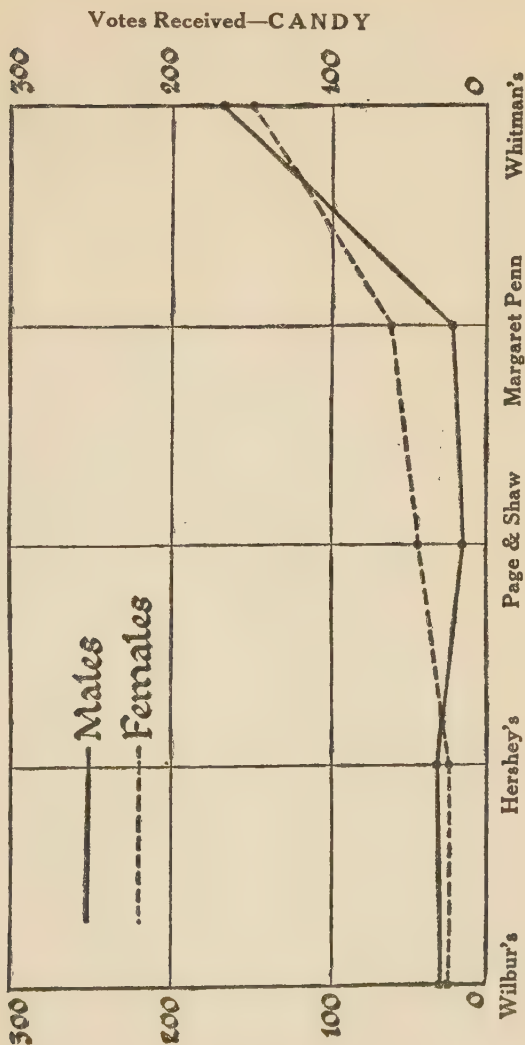
Agreement Between Male and Female Replies
 CAKE—Commodity No. 3
 See Tabulation on Page (28).



Agreement Between Male and Female Replies

CANDY—Commodity No. 4

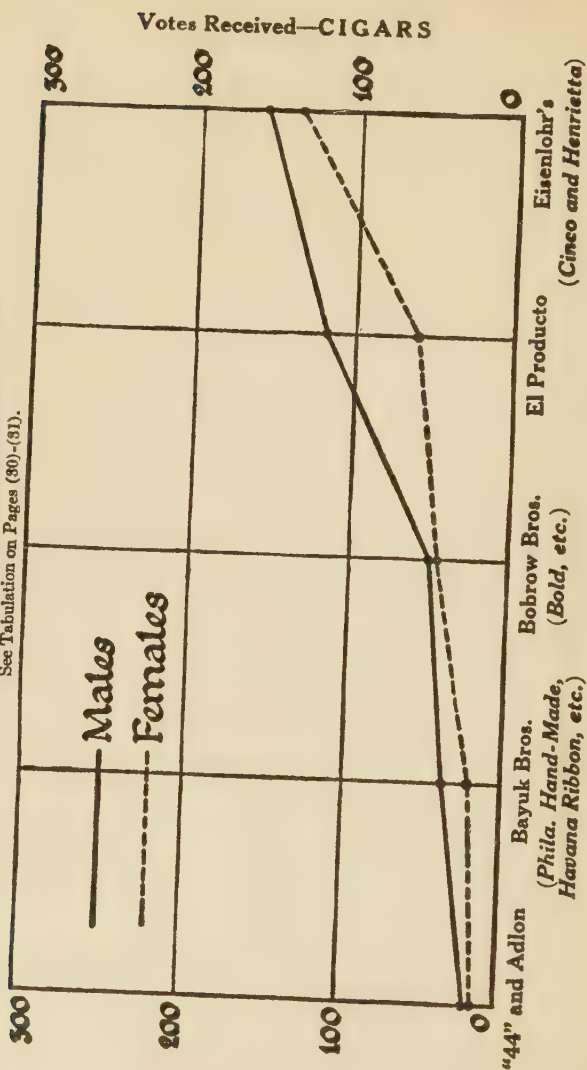
See Tabulation on Page (29).



Agreement Between Male and Female Replies

CIGARS—Commodity No. 5

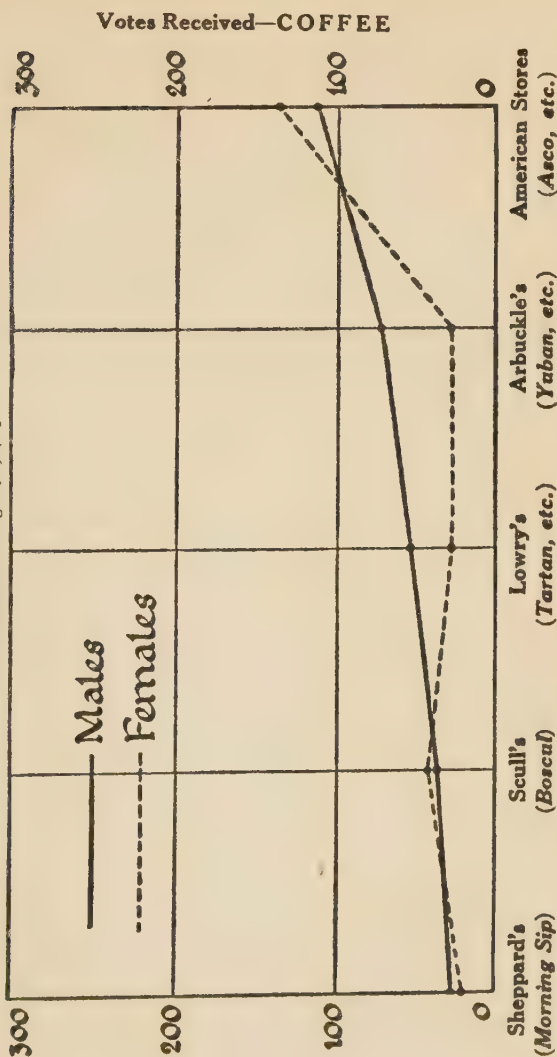
See Tabulation on Pages (30)-(31).



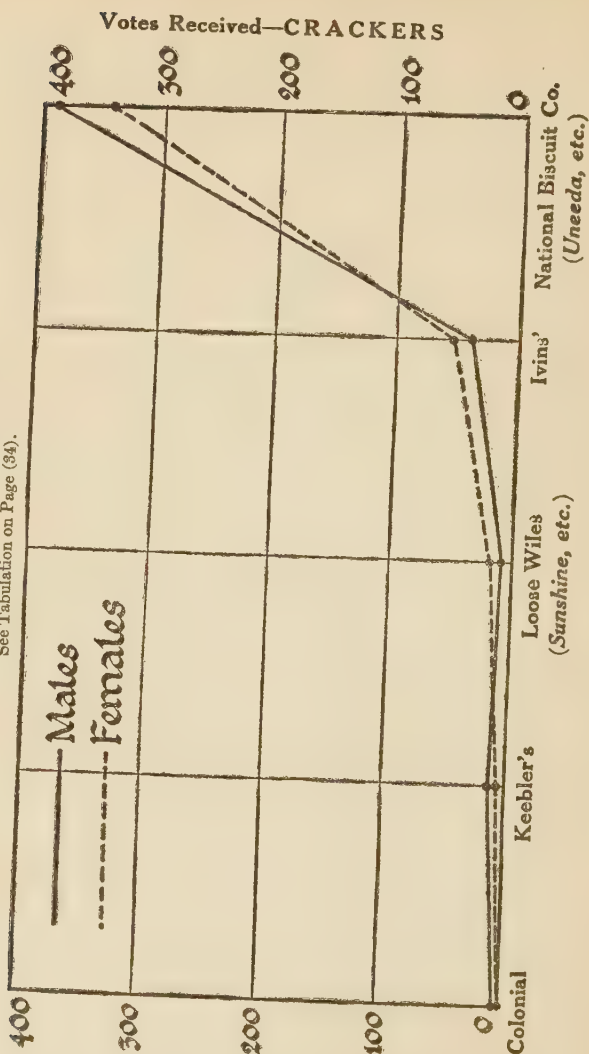
Agreement Between Male and Female Replies

COFFEE—Commodity No. 6

See Tabulation on Pages (32)-(33)



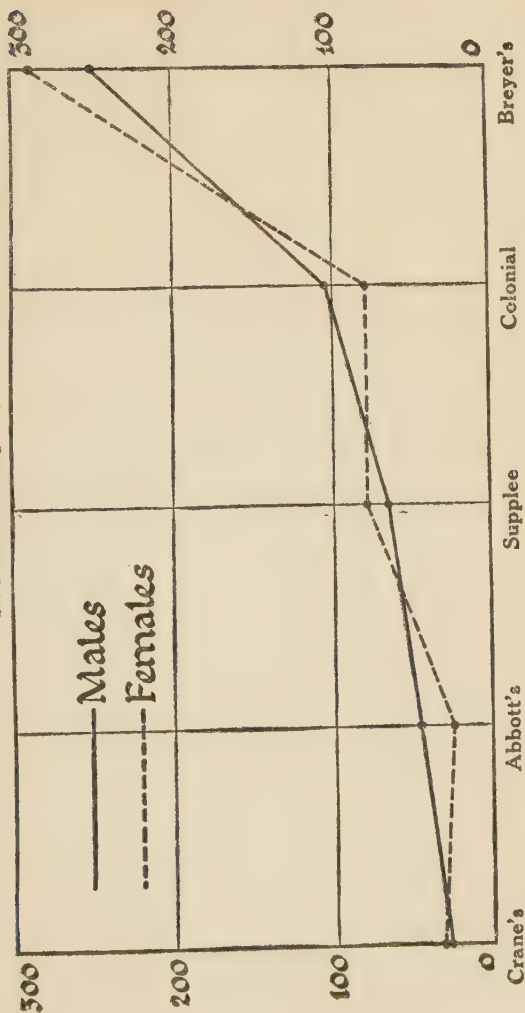
Agreement Between Male and Female Replies
 CRACKERS—Commodity No. 7
 See Tabulation on Page (34).



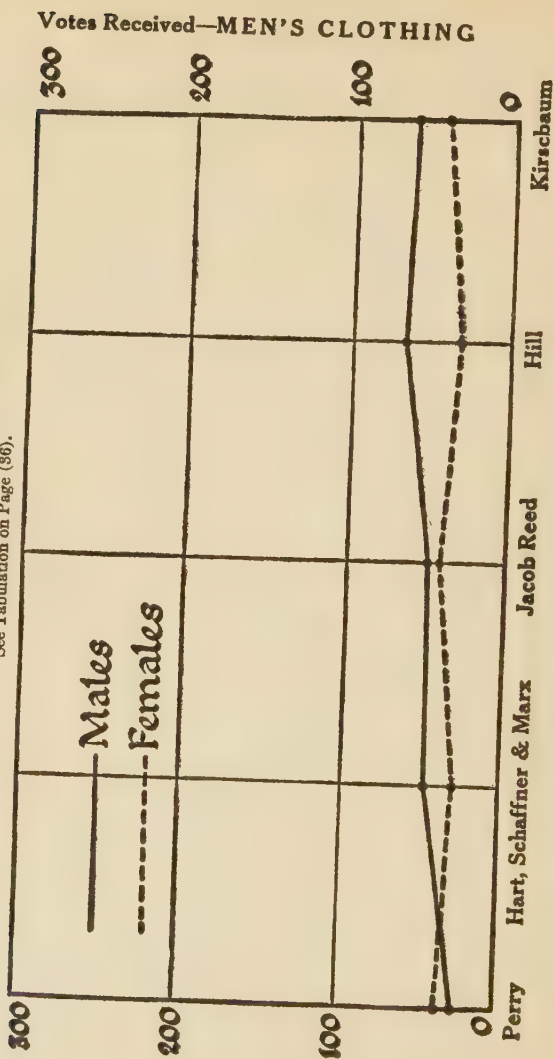
Votes Received—ICE CREAM

Agreement Between Male and Female Replies
ICE CREAM—Commodity No. 8

See Tabulation on Page (36).



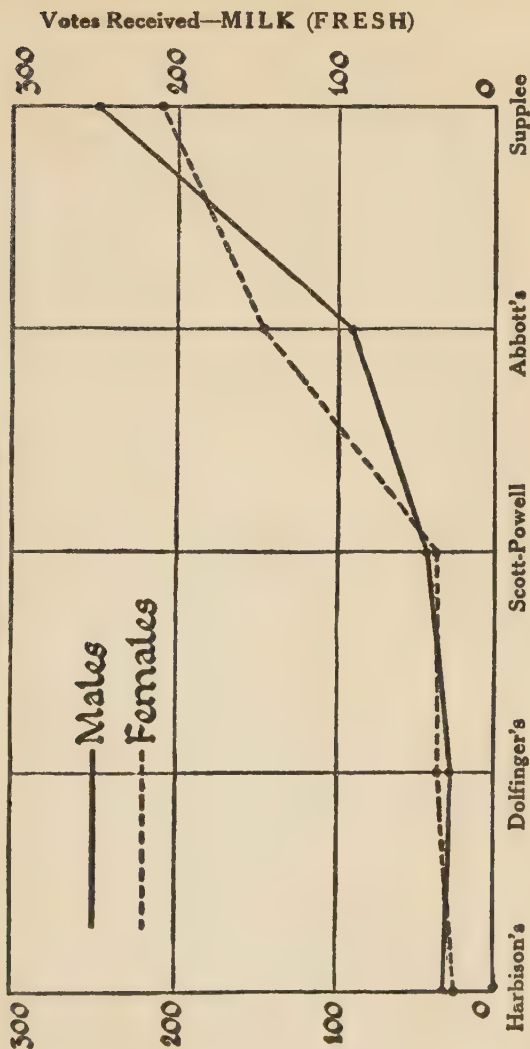
Agreement Between Male and Female Replies
MEN'S CLOTHING—Commodity No. 9
 See Tabulation on Page (96).



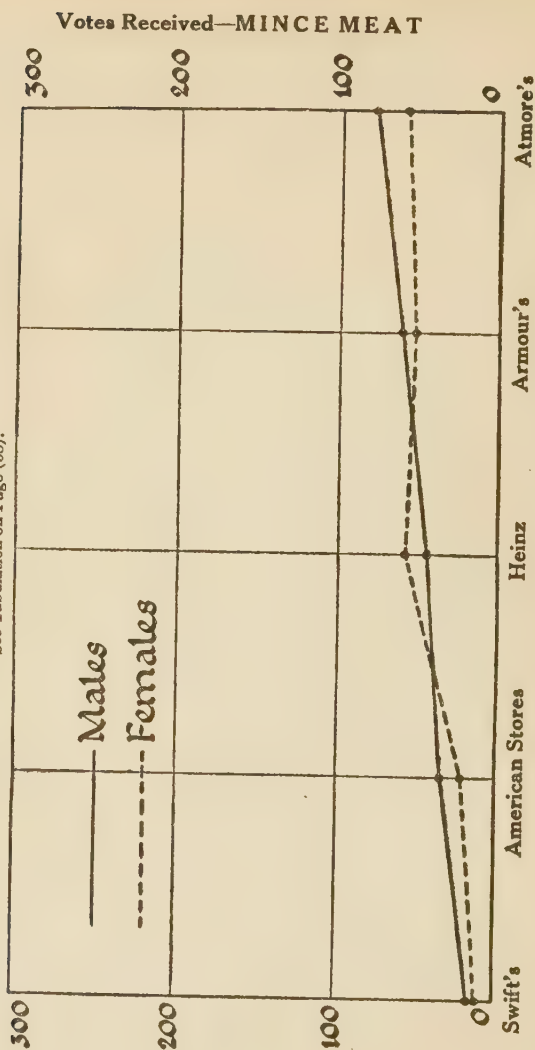
Agreement Between Male and Female Replies

MILK (FRESH)—Commodity No. 10

See Tabulation on Page (37).



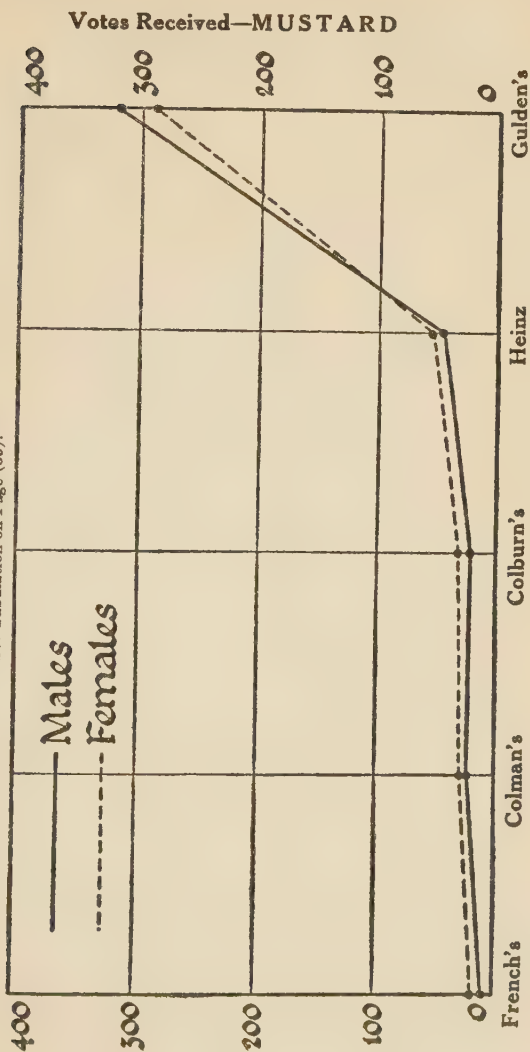
Agreement Between Male and Female Replies
 MINCE MEAT—Commodity No. 11
 See Tabulation on Page (§8).



Agreement Between Male and Female Replies

MUSTARD—Commodity No. 12

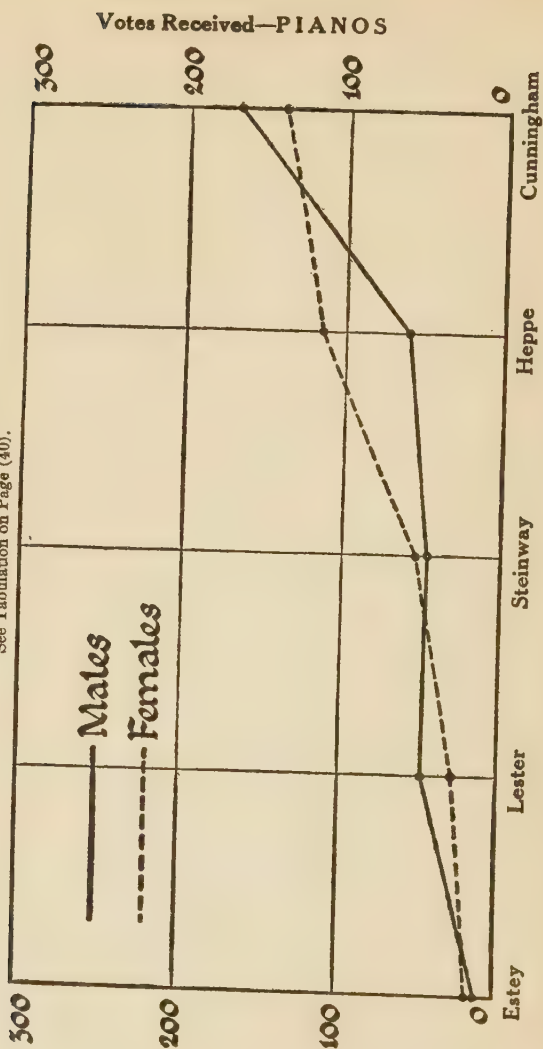
See Tabulation on Page (39).



Agreement Between Male and Female Replies

PIANOS—Commodity No. 13

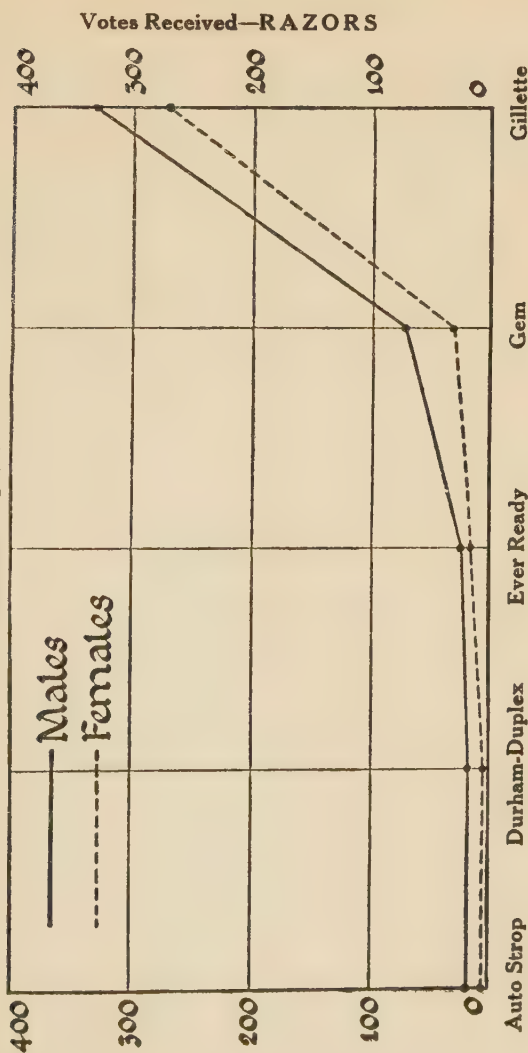
See Tabulation on Page (40).



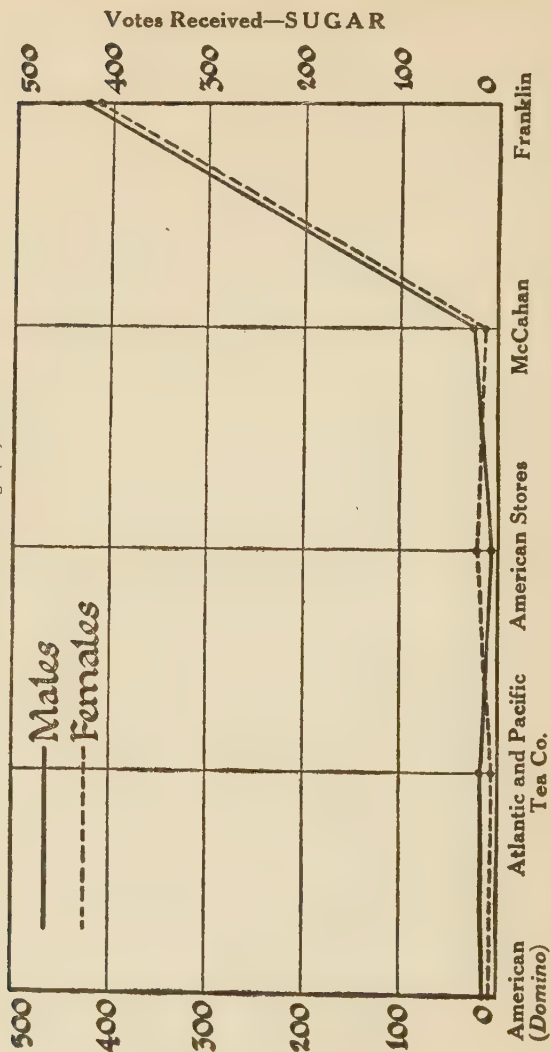
Agreement Between Male and Female Replies

RAZORS—Commodity No. 14

See Tabulation on Page (41).



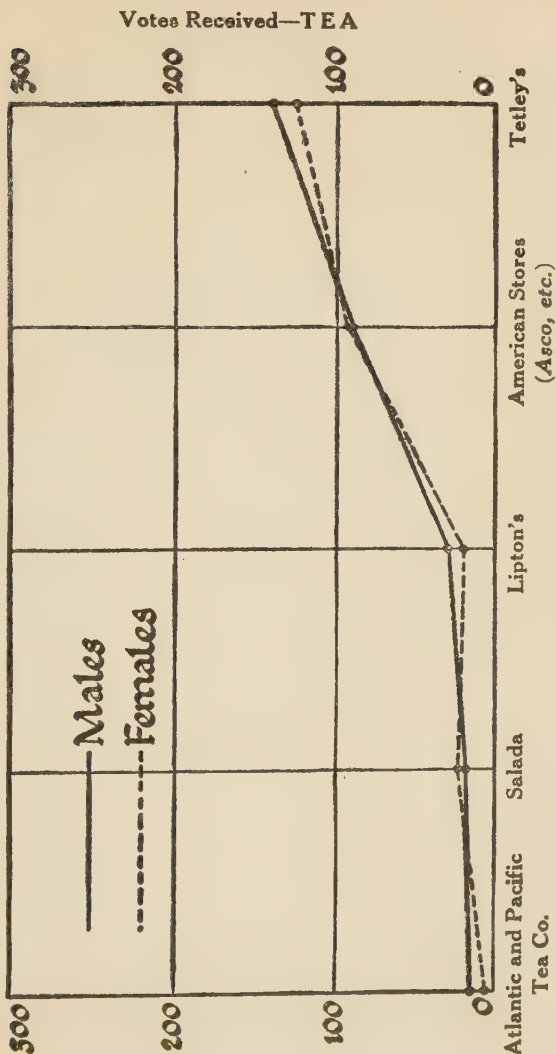
Agreement Between Male and Female Replies
 SUGAR—Commodity No. 15
 See Tabulation on Page (42).



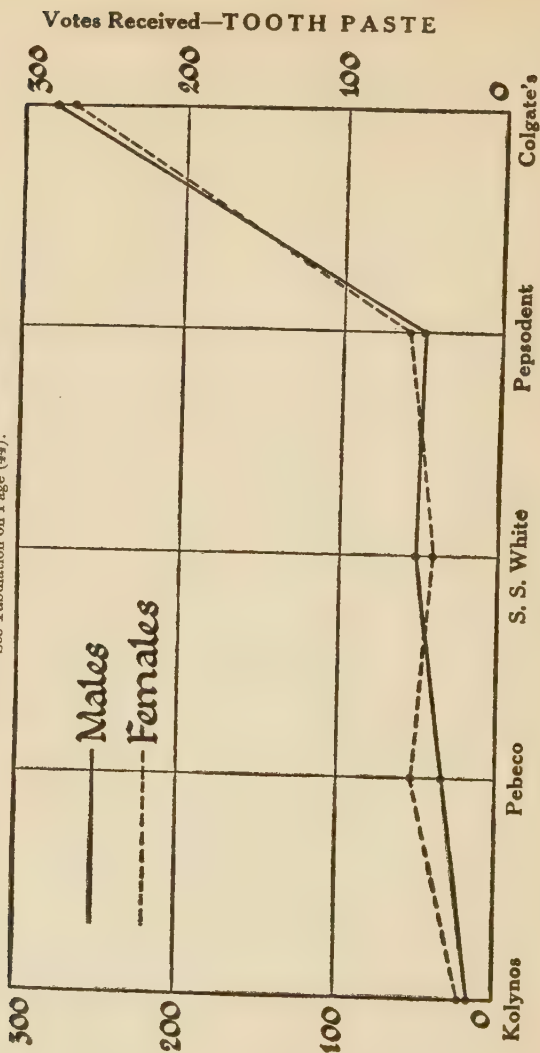
Agreement Between Male and Female Replies

TEA—Commodity No. 16

See Tabulation on Page (43).



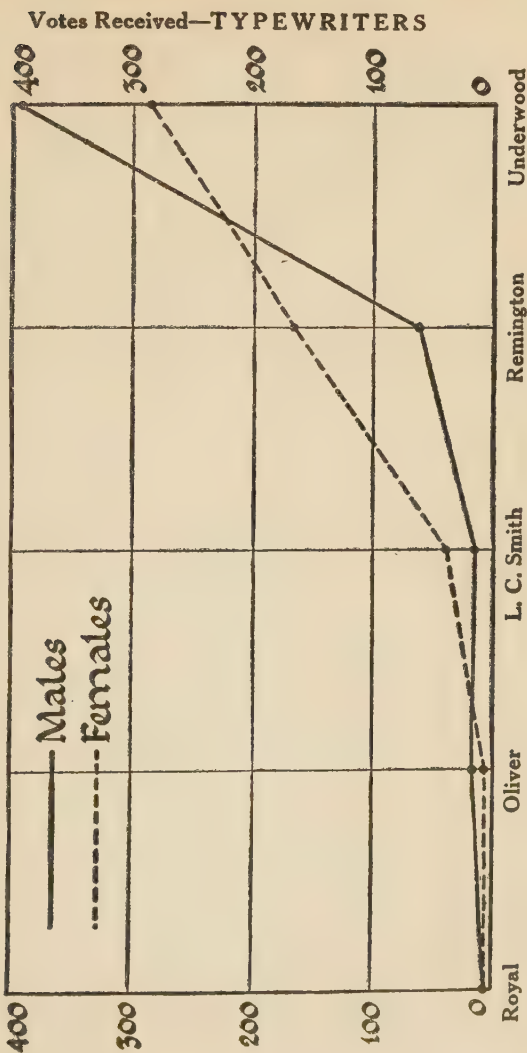
Agreement Between Male and Female Replies
TOOTH PASTE—Commodity No. 17
See Tabulation on Page (44).



Agreement Between Male and Female Replies

TYPEWRITERS—Commodity No. 18

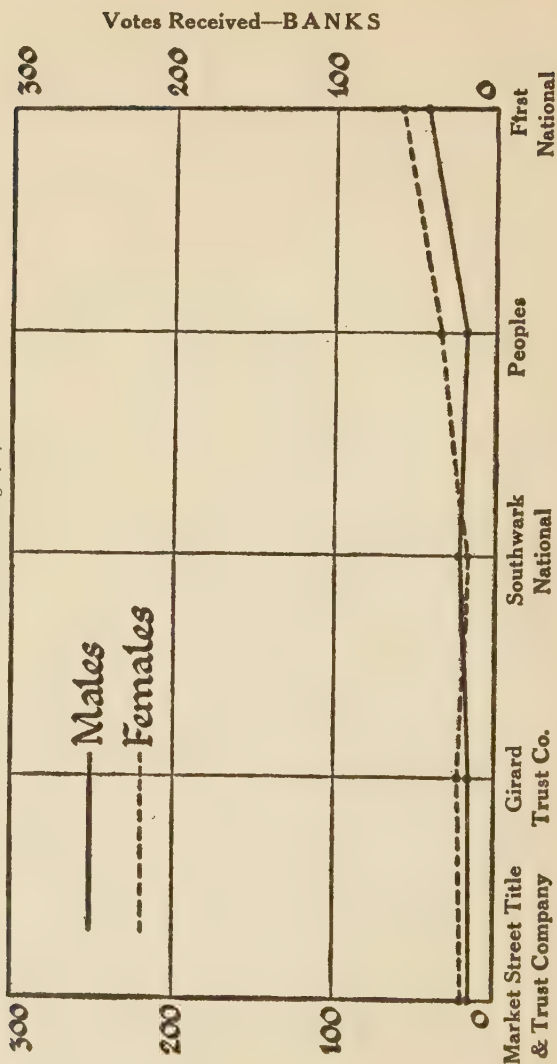
See Tabulation on Page (45).



Agreement Between Male and Female Replies

BANKS—No. 19

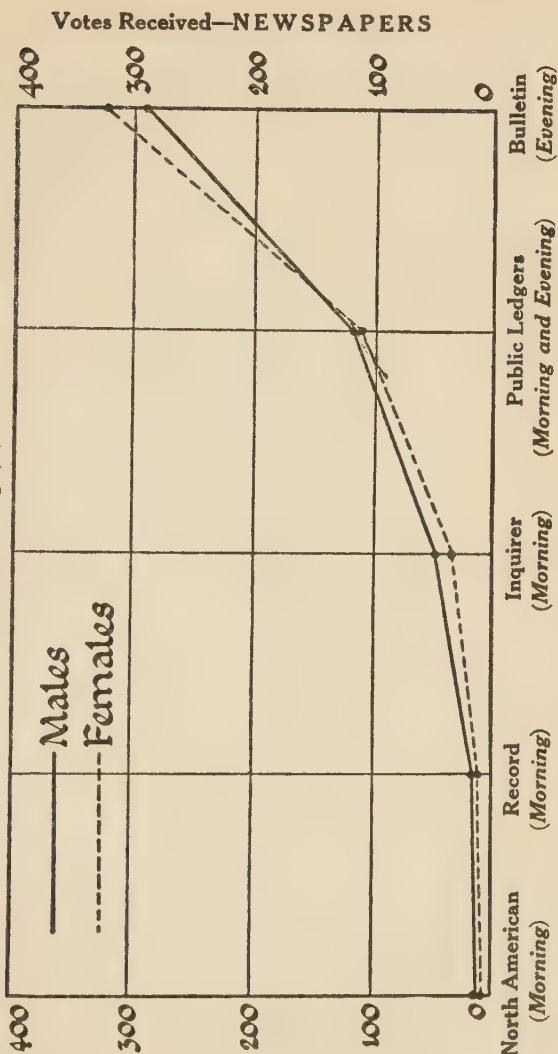
See Tabulation on Page (46).



Agreement Between Male and Female Replies

NEWSPAPERS—No. 20

See Tabulation on Page (47).



CHAPTER IX

UNIFORMITY OF SCHOOL VOTE

THE charts shown on pages 131 to 150 illustrating the votes of each school on the three leading brands of each commodity have been prepared for three reasons: First, because they give a graphic picture of the comparative strength of the dominant brands in the city as a whole; second, they indicate the relative popularity of the brands in the various districts; and third, they reveal unexpected uniformity of brand familiarity in the various sections, which is of great significance because of its bearing on the influence of advertising.

It would naturally be expected in a city with the area of Philadelphia, having several large local retail sections, many miles from each other, and all more or less distant from the central business district, that certain brands of the various commodities would have become sectionally popularized.

Therefore, because of the greater sale and use of these brands in the different sections of the city, the students in these districts would be influenced in their favor.

This conclusion should ordinarily be strengthened by the fact that there is a wide difference in the characteristics of the residents of these sections. For example, why should there be anything in particular in common with regard to the buying habits of the residents of the Germantown section of Philadelphia, which approaches suburban conditions, and contains the homes of relatively few factory workers, and of the tastes of the people of the Frankford district where nearly all the homes are those of skilled employees in general manufacturing and textile plants?

The contrast between the inhabitants of West Philadelphia and South Philadelphia is also apparent; the former being largely of the professional and middle class, while among the latter various foreign groups are strongly represented.

It is evident that conditions in the districts of the city surrounding the individual high schools are distinctly unlike. Also, that the average students in some of the high schools differ considerably from those in other high schools, when nationality, living conditions and many other factors are taken into consideration.

The supposition would be that this dissimilarity in environment would have been reflected by the replies of the students to a much greater degree than was actually the case.

Although conditions apparently do not favor uniformity in brand preference, there was a surprising unanimity in the replies. And this in spite of the use of certain commodities such as ice cream and typewriters in certain schools.

For instance, all of the schools picked the same brand first in the case of ten, or half of the commodities listed. And six out of seven of the schools picked the same brand first for five more commodities. An example of this will be found by referring to the first two charts of this group on pages 131 and 132, illustrating the vote by schools on bread and butter. On bread six out of seven schools picked Kolb's first, and on butter all schools were a unit on the selection of the leading brand.

A study of these two charts will serve to make plain at a glance the meaning of each chart of the group. They show the comparative strength of the dominant brands of each

commodity in the city as a whole, the relative popularity of the brands in each city district, and the uniformity of brand familiarity among all the high schools.

As indicated on the bread chart, page 131, Kolb's is a strong leader, Freihofer's a weak second and American Stores a poor third. The decision on this order of brand familiarity is the same by all schools with the exception of Central High, where the second brand is slightly stronger than the first. On the whole the voting runs comparatively uniform. There is practically no difference of opinion among the schools as to the relative brand familiarity of American Stores bread.

By referring to the chart on butter, page 132, it will be seen that the place of American Stores has just been reversed. Here butter of that brand is the leader, and a very outstanding one. The actual figures show that Supplee and Abbott's butter follow in that order, but the voting on these two brands was so close that their positions can not easily be determined from the chart.

The top curve indicates that American Stores brand is strongest in Frankford and weakest in South Philadelphia. Likewise, the

lower curves show the relative strengths in the districts of the other two brands.

Your attention is directed to the uniformity in the voting by students in the schools located in dissimilar districts. It is this phase of the whole proposition which constantly points to the similarity in brand preference of the students no matter in what part of the city they lived. This was previously touched upon by noting the number of schools which were a unit in picking the same leading brand for the various commodities.

It is true that on the chart for butter, American Stores brand presents an irregular curve due to sectional influences. But consider the general position of this curve, including the fact that in the district where this brand is weakest it is far ahead of its nearest competitor. Can there be any question that the mental dominance of this brand is other than what the chart indicates?

And now turn to the charts on pages 104 and 105, visualizing the male and female votes on these same brands of bread and butter. Note the almost complete agreement between the sexes as to the same relative brand familiarity

as shown by the various schools. Any doubt that could have existed as to the strength of the mental dominance of the brands as indicated by the replies of the students must be dissipated.

As further proof that these charts form a real criterion on relative brand familiarity, sugar and banks will be considered because as shown by the tabulation on pages 48-49, they have the brands of highest and lowest mental dominance. The votes of schools on sugar and banks are shown by charts on pages 145 and 149 and of males and females by charts on pages 118 and 122. Note the complete agreement between these charts as to relative brand familiarity.

For an additional test of the reliability of these charts in indicating relative brand familiarity, three commodities will be considered with national brands of such predominance that there is no question in any advertising man's mind as to the leader. Refer to the charts showing votes by schools on pages 137, 144 and 147 covering crackers, razors, and tooth paste, the only commodities of this nature on the list. In each case the acknowledged

leading brand assumes its proper place and far outdistances any of its competitors.

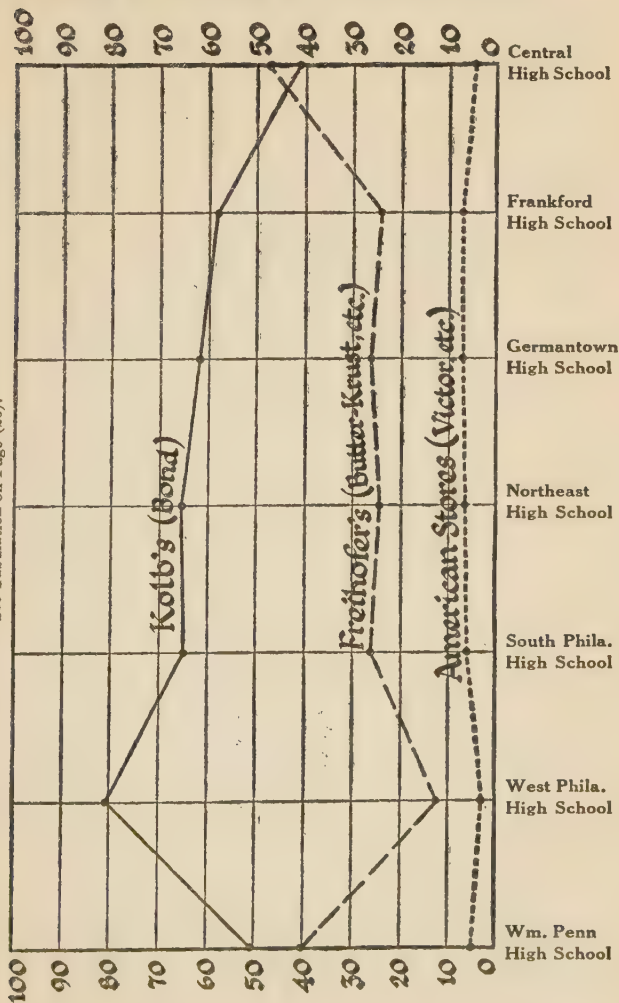
Also, the lines representing these brands form very flat curves indicating an almost perfect agreement among all the schools as to the exact degree of mental dominance.

Consider the voting of the schools on ice cream. The leading brand, see chart on page 138, presents the most irregular curve of all, and appears to threaten more than any other the correctness of the reasoning upon which the interpretation of these charts is based.

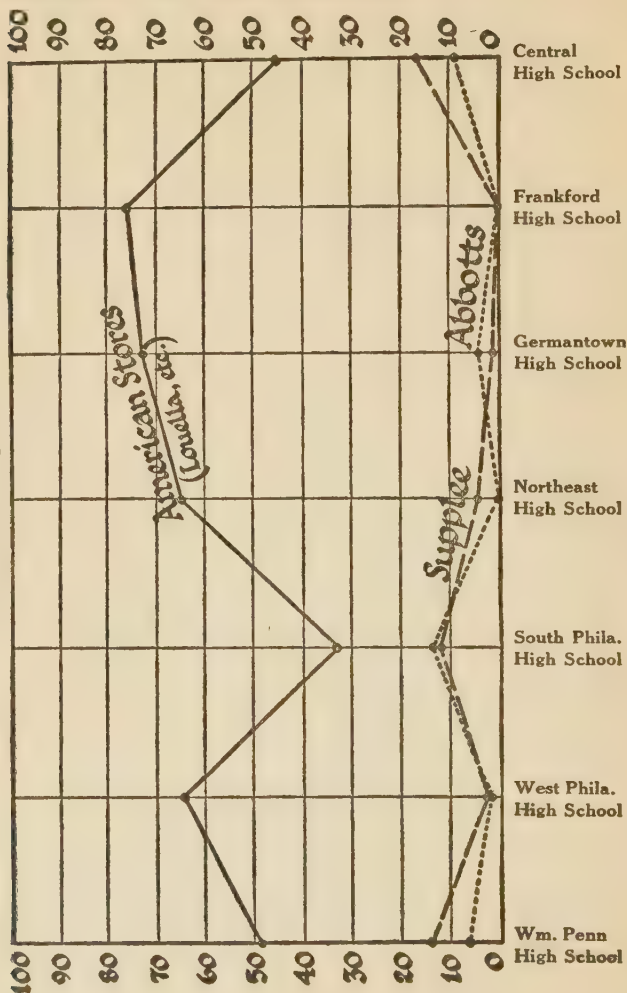
Next refer to the chart on page 111 showing the male and female vote on this same commodity and it will be seen that the sexes agree closely, not only as to the relative brand familiarity of the leading brand, but also of the five leaders. And the special significance of this is that no matter how seriously sectional conditions may interfere with the popularity of any brand in any particular district, the degree of this interference acts almost equally on males and females.

As this is true for every commodity, it proves that the replies to the questionnaires furnish a dependable index to the relative mental dominance of the various brands of each commodity.

Percentage of Total Votes of Each School—BREAD



Percentage of Total Votes of Each School—BUTTER



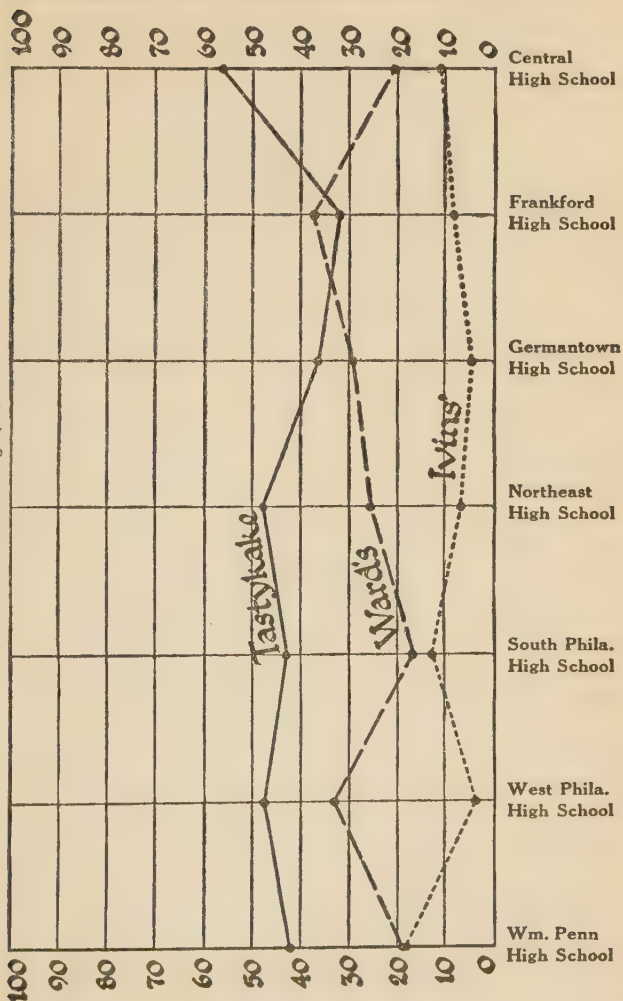
Uniformity of High School Replies

BUTTER—Commodity No. 2

See Tabulation on Page (27).

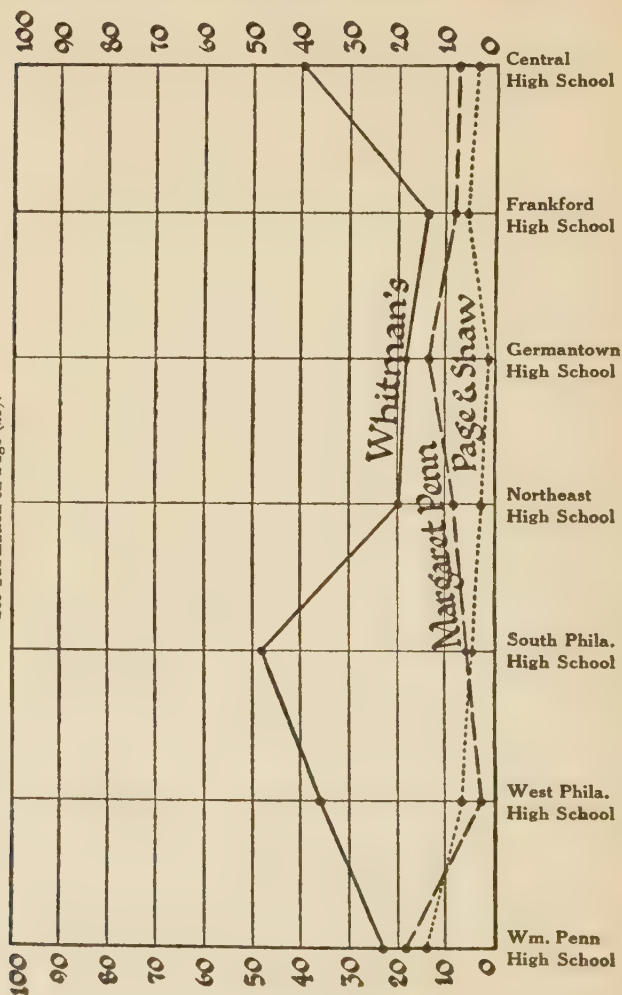
Percentage of Total Votes of Each School—CAKE

Uniformity of High School Replies
CAKE—Commodity No. 3
See Tabulation on Page (28).

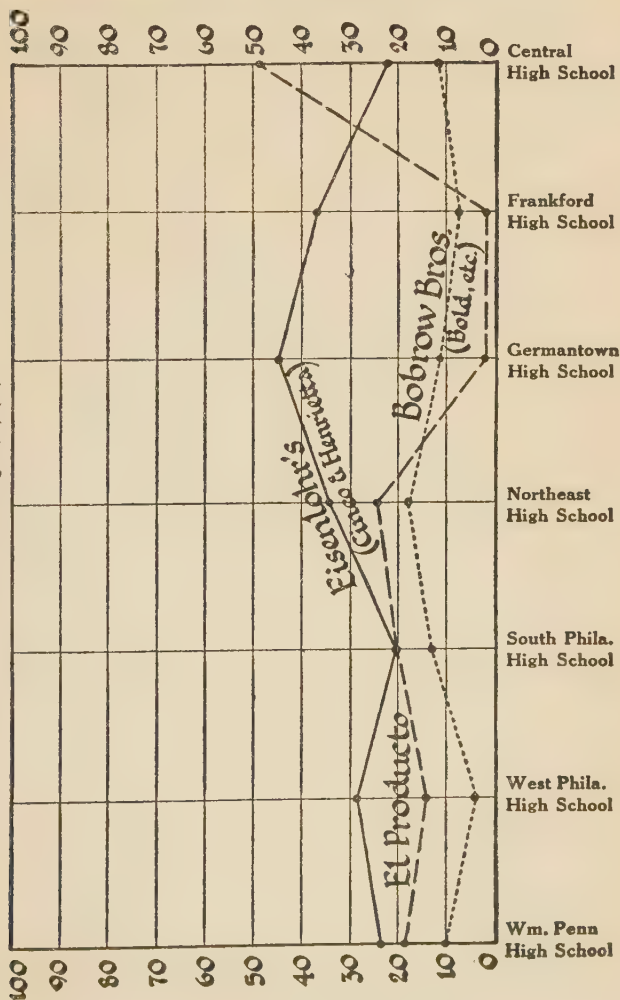


Percentage of Total Votes of Each School—CAND Y

Uniformity of High School Replies
CAND Y—Commodity No. 4
See Tabulation on Page (29).

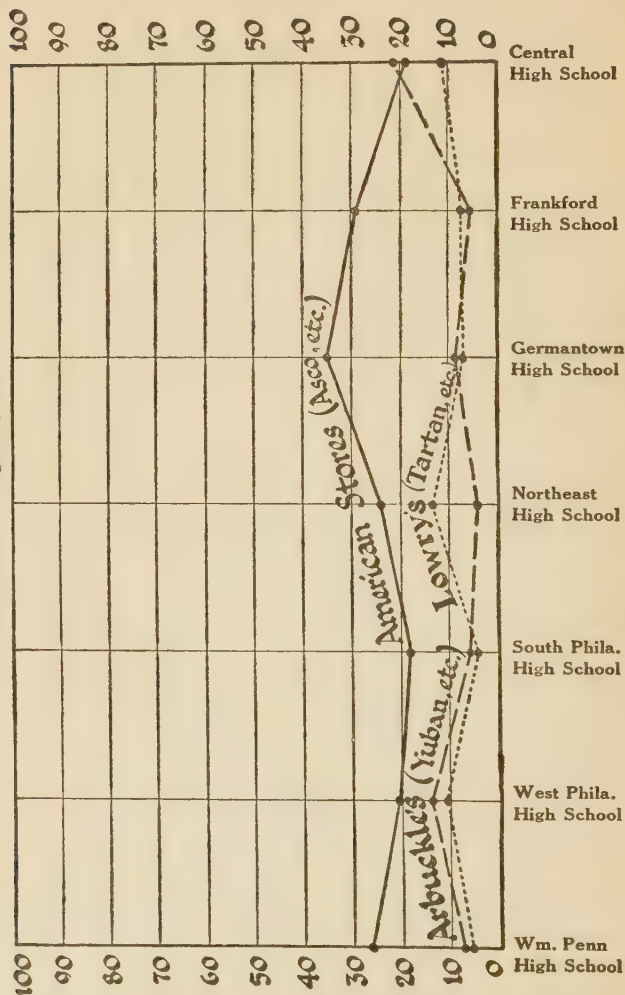


Percentage of Total Votes of Each School—CIGARS



Uniformity of High School Replies
CIGARS—Commodity No. 5
See Tabulation on Pages (30)-(31).

Percentage of Total Votes of Each School—COFFEE



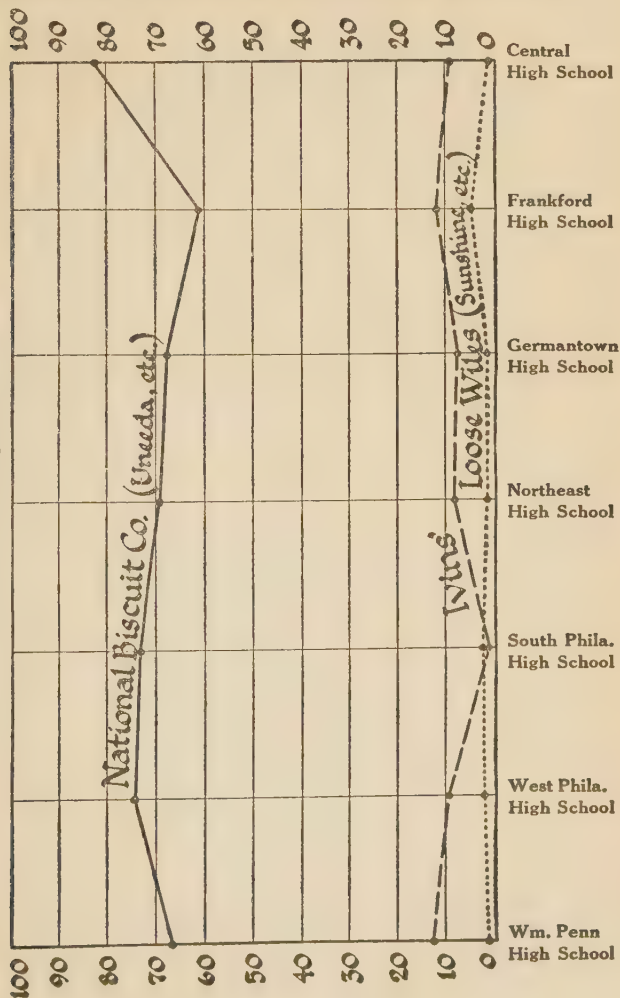
Uniformity of High School Replies

COFFEE—Commodity No. 6

See Tabulation on Pages (32)-(38).

Percentage of Total Votes of Each School—CRACKERS

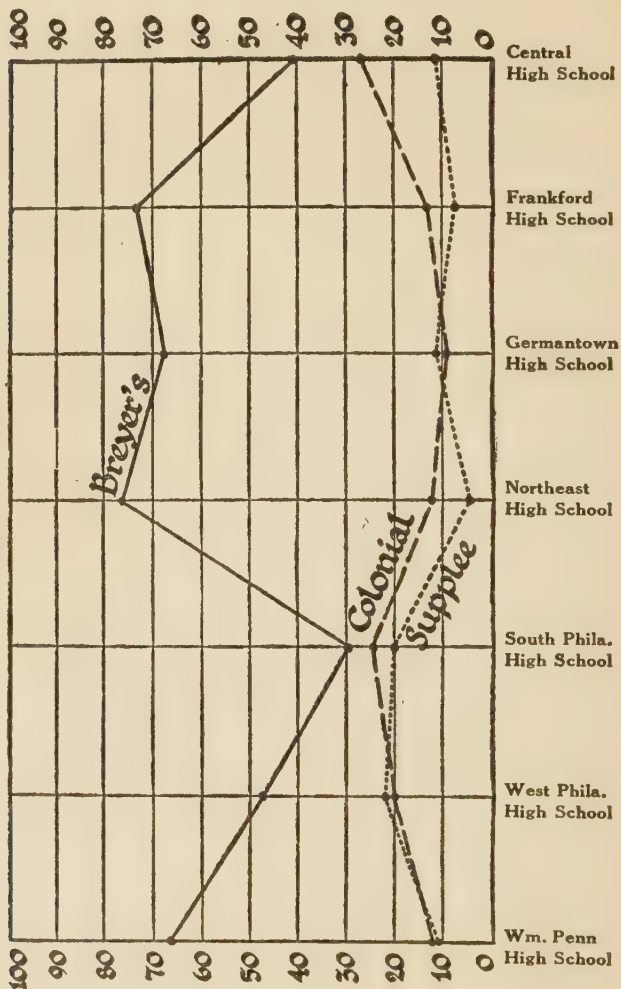
Uniformity of High School Replies
CRACKERS—Commodity No. 7
See Tabulation on Page (34).



Percentage of Total Votes of Each School—ICE CREAM

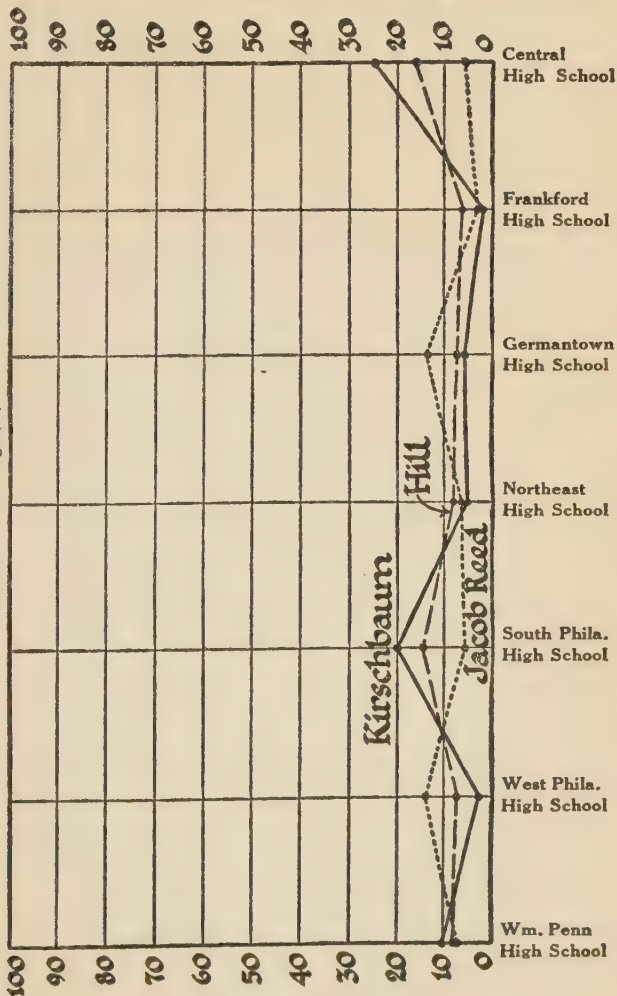
Uniformity of High School Replies
ICE CREAM—Commodity No. 8

See Tabulation on Page (35).



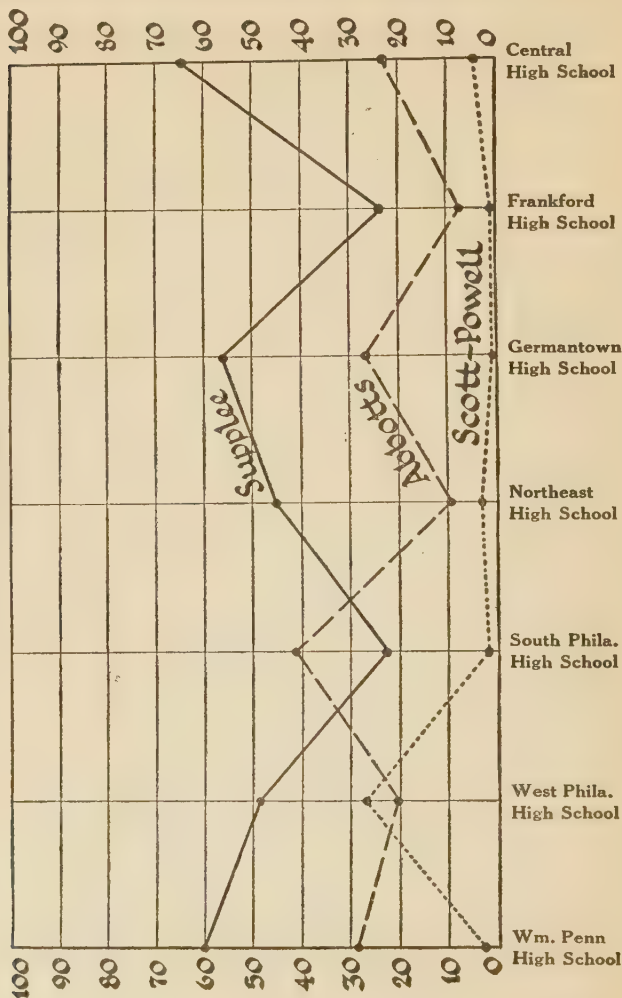
Percentage of Total Votes of Each School—MEN'S CLOTHING

Uniformity of High School Replies
MEN'S CLOTHING—Commodity No. 9
See Tabulation on Page (36).



Percentage of Total Votes of Each School—MILK (FRESH)

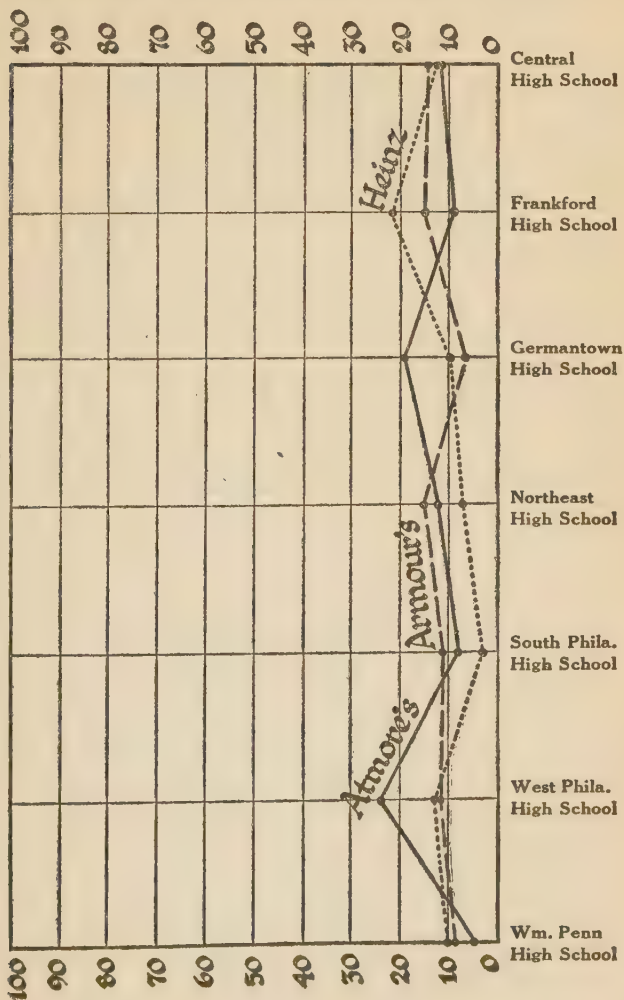
Uniformity of High School Replies
MILK (FRESH)—Commodity No. 10
See Tabulation on Page (87).



UNIFORMITY OF SCHOOL VOTE 141

Percentage of Total Votes of Each School—MINCE MEAT

Uniformity of High School Replies
MINCE MEAT—Commodity No. 11
See Tabulation on Page (38).

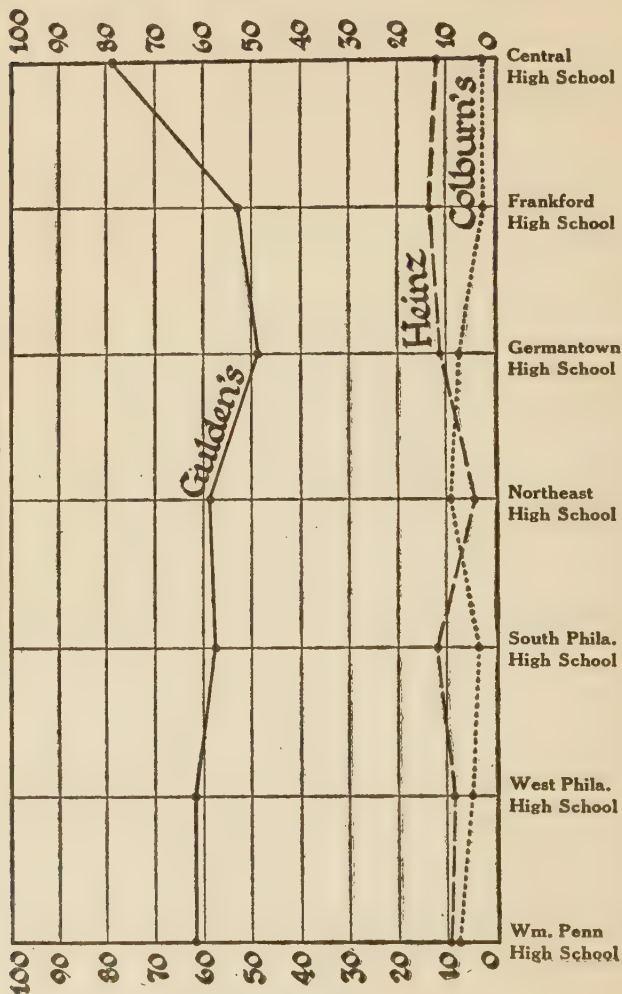


Percentage of Total Votes of Each School—MUSTARD

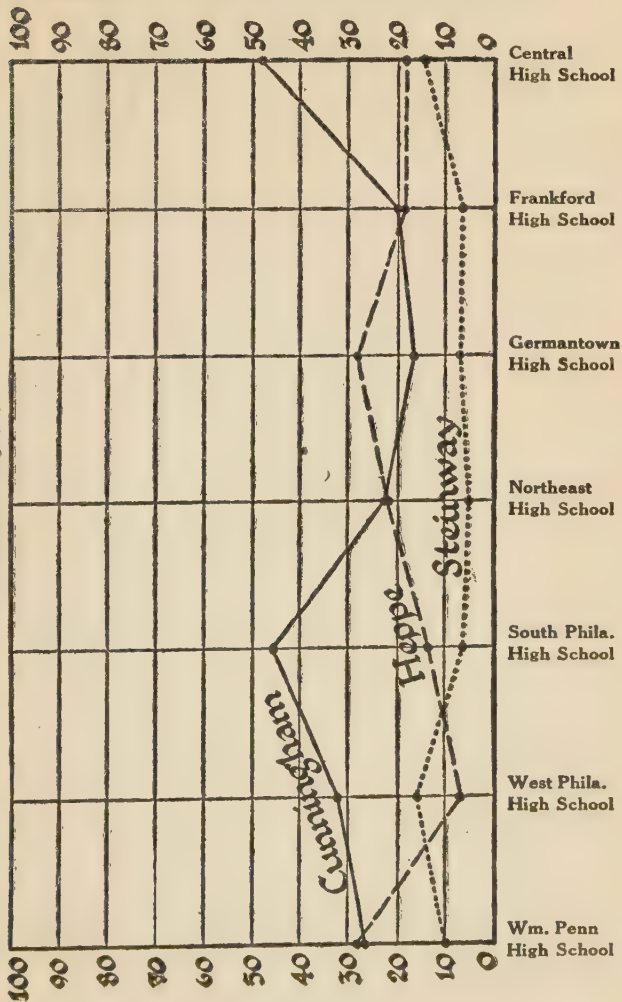
Uniformity of High School Replies

MUSTARD—Commodity No. 12

See Tabulation on Page (39).



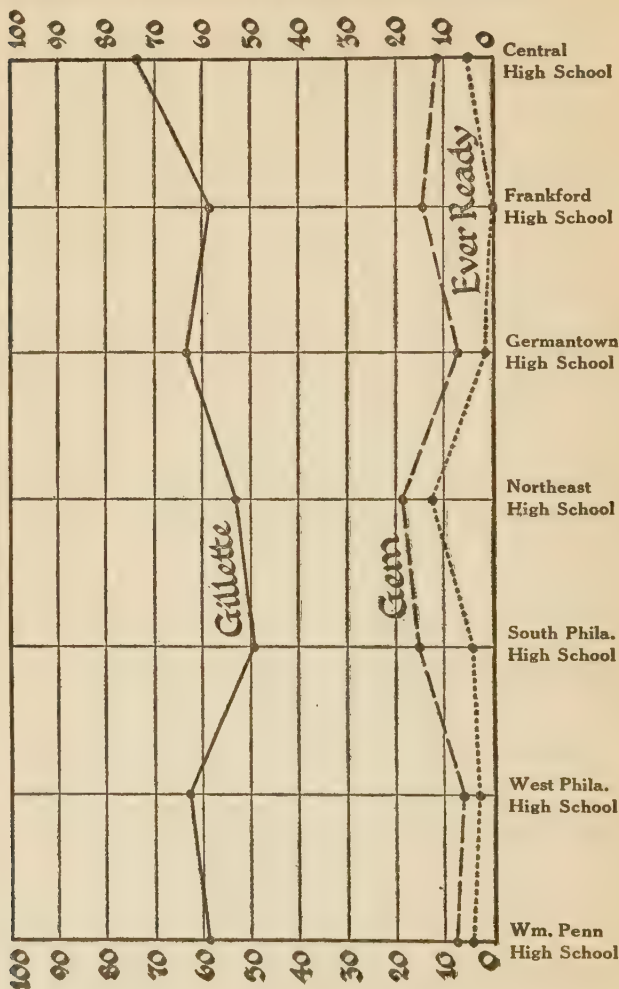
Percentage of Total Votes of Each School—PIANOS



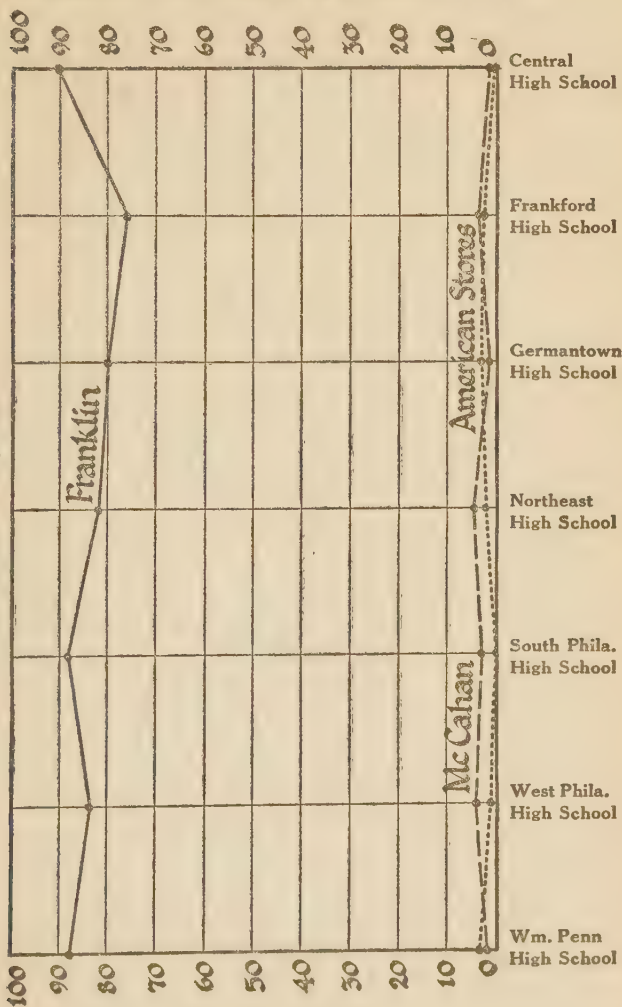
Uniformity of High School Replies
PIANOS—Commodity No. 13
See Tabulation on Page (40).

Percentage of Total Votes of Each School—RAZORS

Uniformity of High School Replies
 RAZORS—Commodity No. 14
 See Tabulation on Page (41).



Percentage of Total Votes of Each School—SUGAR

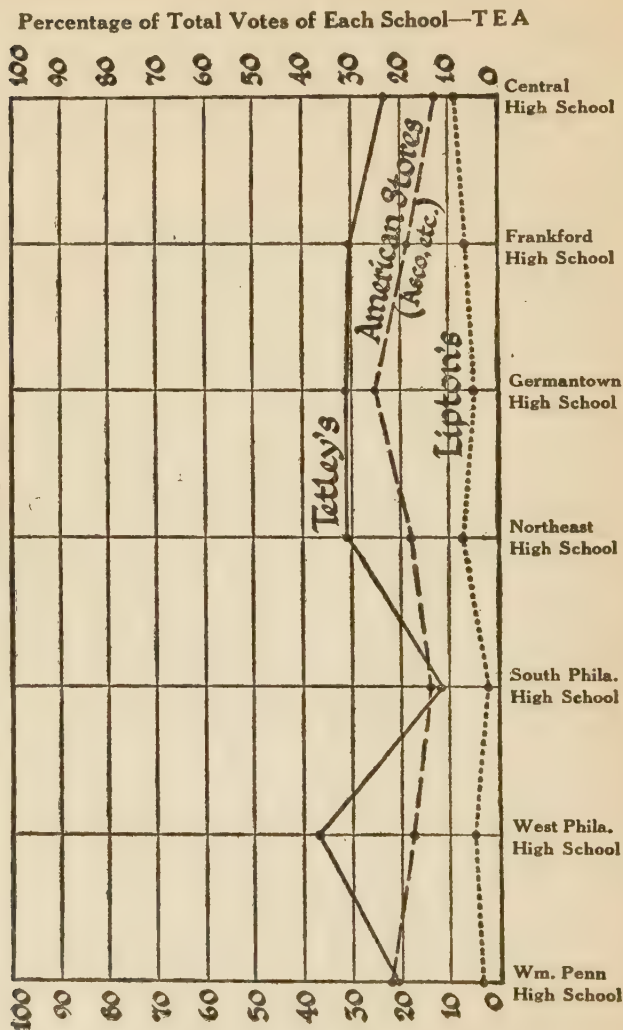


Uniformity of High School Replies
SUGAR—Commodity No. 15
See Tabulation on Page (42).

Uniformity of High School Replies

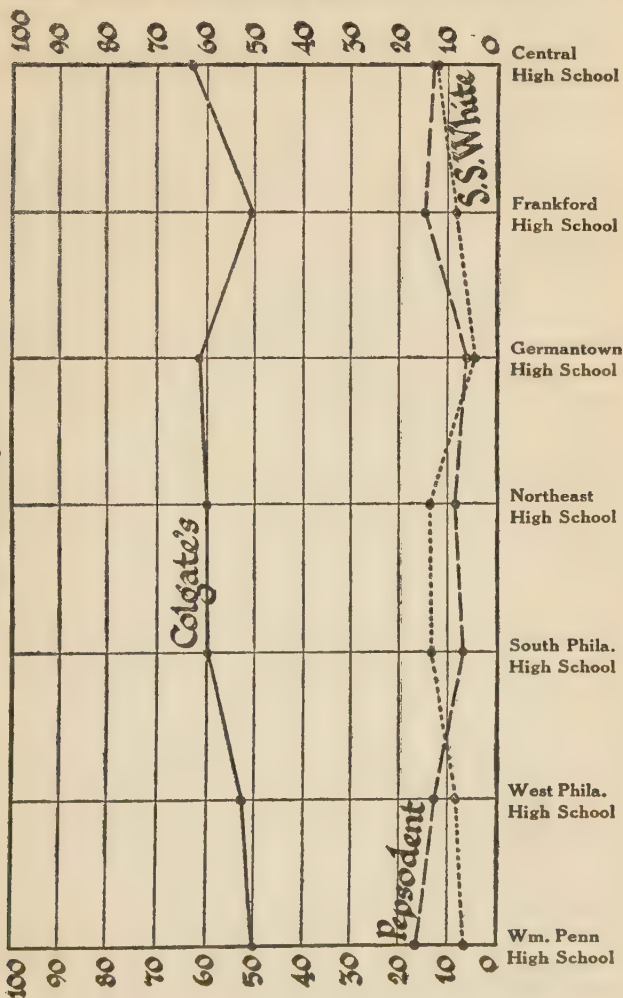
T E A—Commodity No. 16

See Tabulation on Page (48).



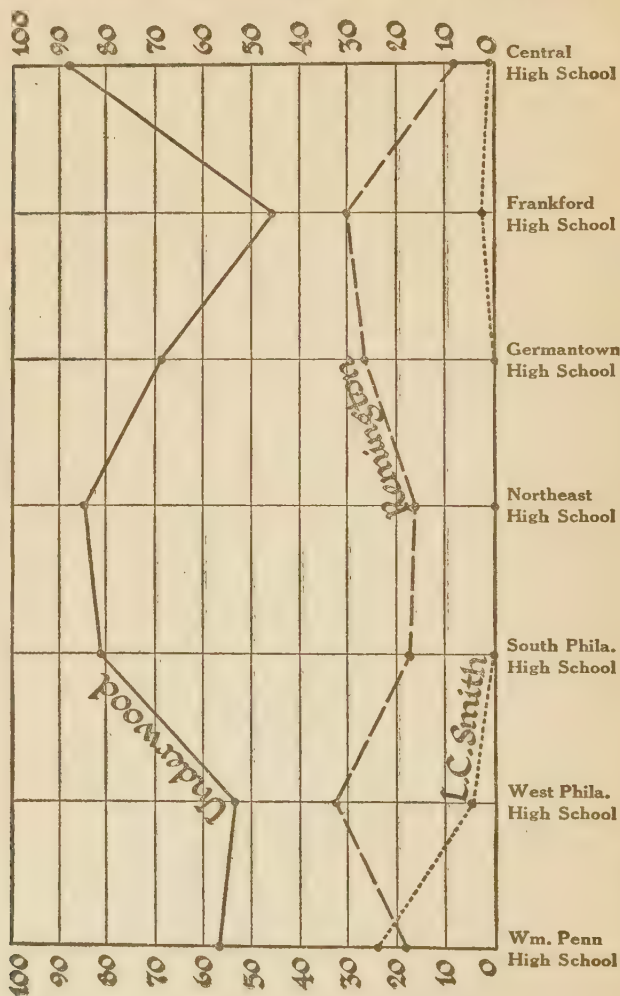
Percentage of Total Votes of Each School—TOOTH PASTE

Uniformity of High School Replies
TOOTH PASTE—Commodity No. 17
See Tabulation on Page (44).

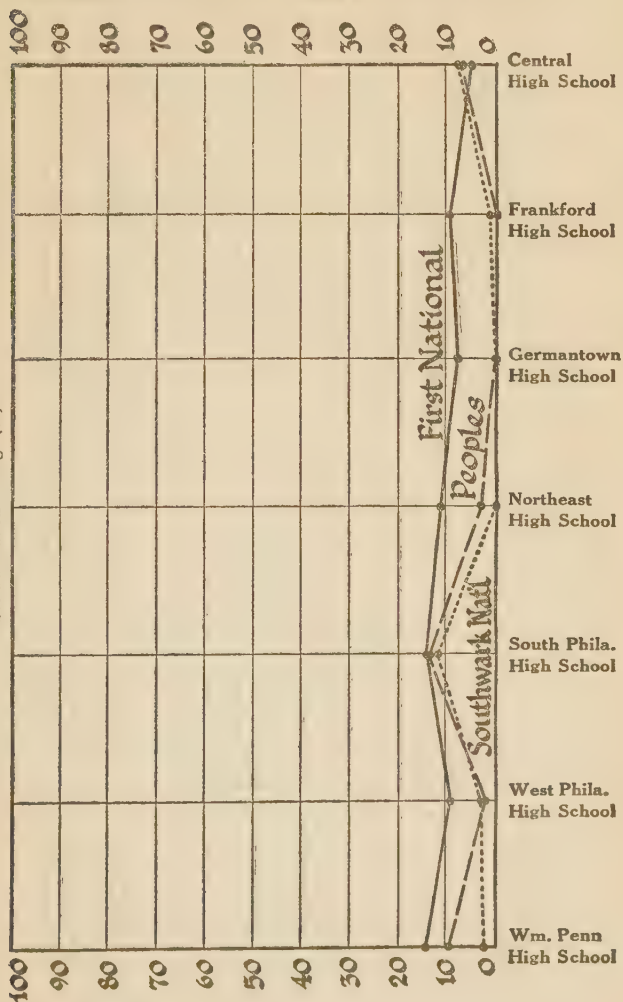


Percentage of Total Votes of Each School—TYPEWRITERS

Uniformity of High School Replies
TYPEWRITERS—Commodity No. 18
See Tabulation on Page (45).



Percentage of Total Votes of Each School—BANKS



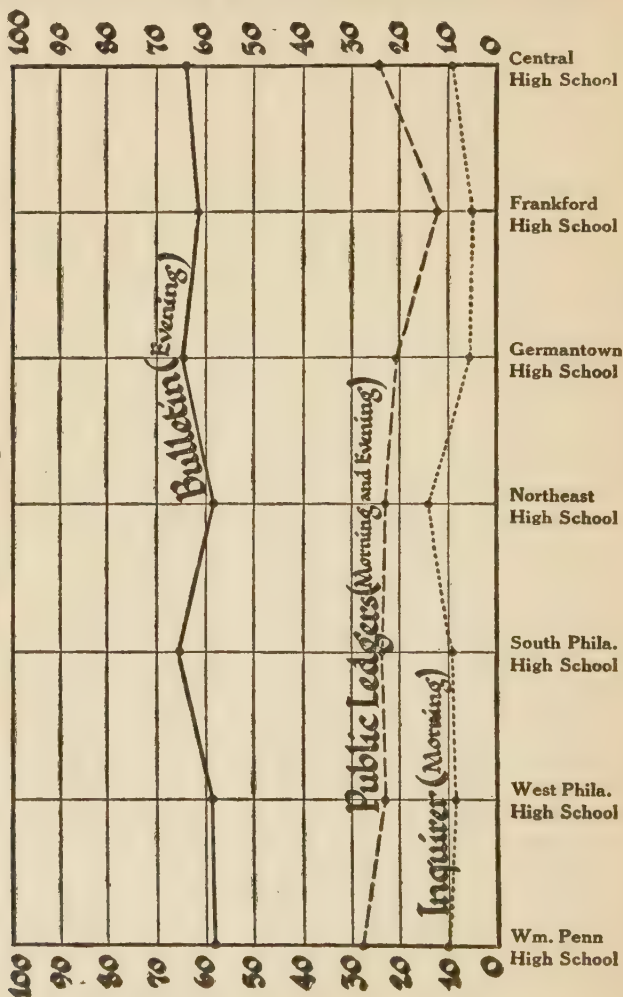
Uniformity of High School Replies

BANKS—No. 19

See Tabulation on Page (46).

Percentage of Total Votes of Each School—NEWSPAPERS

Uniformity of High School Replies
NEWSPAPERS—No. 20
See Tabulation on Page (47).

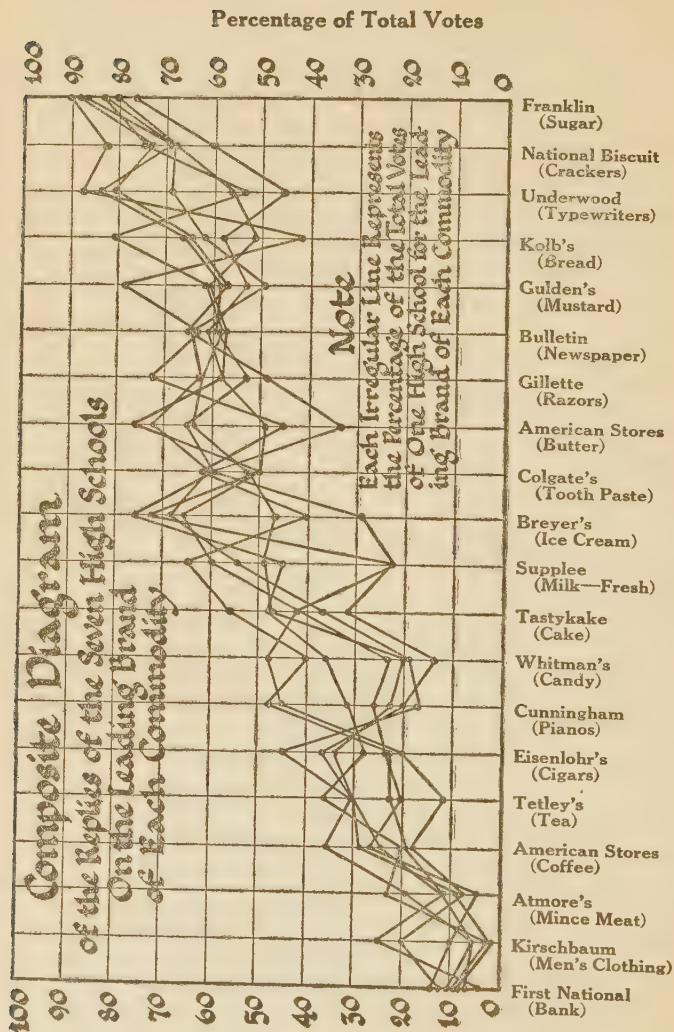


COMPARISON BETWEEN THE HIGH SCHOOL
VOTES

The chart on page 152 is a composite of the voting of each of the seven schools on the leading brand of each commodity. The brands have been arranged in the order of their mental dominance, beginning with Franklin Sugar and ending with First National Bank.

Each irregular line represents the percentage of the total votes of a particular school for the leading brand of each commodity. If the voting of each school had been exactly uniform, the seven lines representing the corresponding school votes would coincide, and so form one line. This line would be highest at the far right of the chart vertically above Franklin Sugar, and lowest at the extreme left of the chart vertically above First National Bank. The relative nearness of the seven lines to each other, vertically above any leading brand, therefore, indicates the degree of uniformity between the votes of the seven schools for that brand.

An examination of the chart shows that the greatest concentration of the lines is on the



winning newspaper, and the greatest deviation is on the winning ice cream. Thus, environment has had very little to do with the choice of the winning newspaper—Bulletin—while the selection of the dominant ice cream—Breyer's—has been most affected by sectional conditions.

CHAPTER X

COMPARISON BETWEEN FAULTS IN REPLIES OF MALES AND FEMALES

ALTHOUGH this work was planned without any thought of studying the replies to the questionnaires from the standpoint of correctness, an examination of the results developed some interesting facts in regard to the faulty answers made by the young men and young women.

Filling in the spaces on the questionnaire was a comparatively simple operation, and it would seem that the chance for misunderstanding was comparatively slight for a young man or young woman of the age and grade of high school senior. Of the 20,000 answers, 17,612 were correct and only 12 per cent. was unsatisfactory. The mistakes made were due to a variety of reasons.

The most common fault was the failure to fill in all the spaces on the questionnaire. A tabulation of the blanks on each commodity by males and females is shown on page 156.

An examination of the replies shows that a very large majority of the blanks was undoubtedly due to lack of decision and to carelessness. It is probable that very few blanks actually resulted from the student's not knowing a brand name or a manufacturer's name, except in the case of mince meat, and a few other commodities to a less degree. It is important to understand, however, that this lack of decision which resulted in blanks was largely influenced because advertising had failed to make any one brand stand out predominantly in the students' minds.

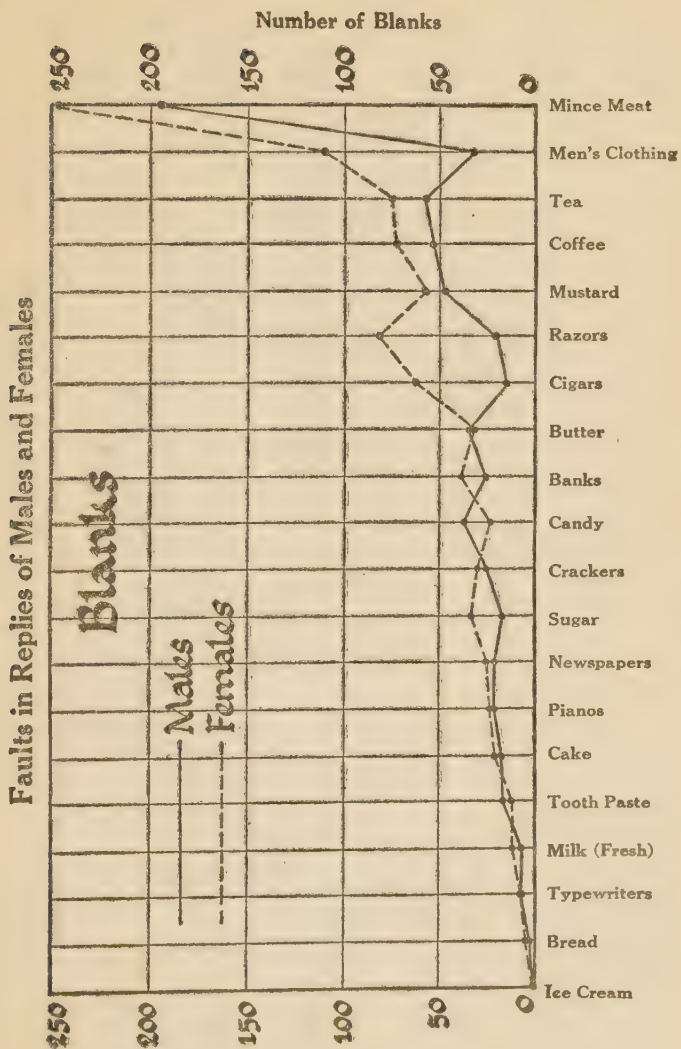
For instance, it is unlikely that any young woman of the grade of high school senior would not know the name or brand of a candy. Yet twenty-four young women failed to mention any brand of candy. In spite of the vast amount of advertising on men's clothing, thirty-two young men left the space under that commodity blank. This may be ascribed to indifference, lack of observation, carelessness and indecision, due partly to the failure of the advertising to influence the students in any particular direction.

By referring to the table on page 156 it will

FAULTS IN REPLIES OF MALES AND FEMALES

BLANKS

	MALES	FEMALES	TOTAL
Mince Meat	190	245	435
Men's Clothing ..	32	110	142
Tea	58	75	133
Coffee	53	73	126
Mustard	49	57	106
Razors	20	81	101
Cigars	15	62	77
Butter	34	32	66
Banks	26	39	65
Candy	37	24	61
Crackers	25	30	55
Sugar	17	33	50
Newspapers	20	25	45
Pianos	20	23	43
Cake	18	20	38
Tooth Paste	16	13	29
Milk (Fresh)	6	11	17
Typewriters	7	7	14
Bread	2	3	5
Ice Cream	0	1	1
	—	—	—
Total	645	964	1609



be seen that the total of blanks left by the females was 964, while those left by the males totaled only 645. And an examination of the list will disclose that most of the commodities are those with which the females should be far more familiar than the males.

If the computations are confined to the twelve food products alone, with which the young women should certainly have a better knowledge than the young men, it is found that the females left 604 blanks, while the males left only 489. To cite a good example, seventy-three females failed to name a brand of coffee, while only fifty-three males left blanks for this article of food.

The chart on page 157 with one curve for males and one for females shows the exact relation between the shortcomings of the sexes in respect to blanks on each commodity.

The error which occurred with greatest frequency was that of giving the name of a variety such as "Java" for coffee, instead of the manufacturer's name "Lowry's" or the brand name "Tartan"; or giving the name of a type such as "baby grand" for pianos instead of the manufacturer's name "Cunningham."

A tabulation and chart of the number of

wrong answers by males and females on each commodity are shown on pages 160 and 161. The total number of wrong answers made by the males was 289, and by the females 490. As in the case of blanks, the majority of the commodities listed are those with which the females should be more familiar than the males.

It will be interesting to make a few comparisons of the wrong names given by males and females. Some of the most characteristic follow:

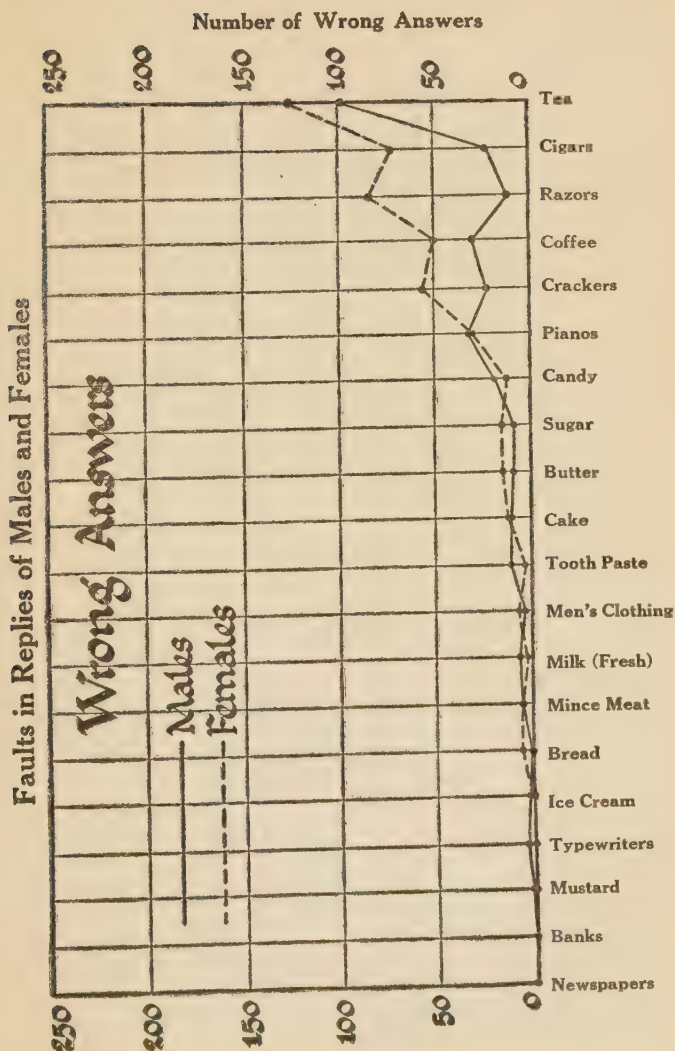
COMMODITY	NAME GIVEN NOT A BRAND	MALES	FEMALES
Cake	Sponge	1	3
Candy	Chocolate	1	3
Cigars	Havana	17	57
Coffee	Java	15	33
Crackers	Soda	5	21
Pianos	Upright	5	10
Razors	Safety	10	83
Sugar	Granulated	4	6
Tea	Orange Pekoe	8	22

For the purpose of study the number of blanks and wrong answers have been combined and are shown on page 164. Of 10,000 answers by each sex, the males gave 9,066 cor-

FAULTS IN REPLIES OF MALES AND FEMALES

WRONG ANSWERS

	MALES	FEMALES	TOTAL
Tea	99	124	223
Cigars	22	72	94
Razors	10	84	94
Coffee	30	50	80
Crackers	23	55	78
Pianos	32	31	63
Candy	18	13	31
Sugar	8	15	23
Butter	8	14	22
Cake	10	11	21
Tooth Paste	10	3	13
Men's Clothing....	3	6	9
Milk (Fresh)	5	3	8
Mince Meat.....	4	4	8
Bread	1	4	5
Ice Cream	2	1	3
Typewriters	3	0	3
Mustard	1	0	1
Banks	0	0	0
Newspapers	0	0	0
	289	490	779



rectly and the females 8,546. The number of combined mistakes made by the females was 1,454 in comparison with only 934 for the males. The chart on page 165 shows the exact relation between the total mistakes made on each commodity.

A natural but erroneous conclusion would be that the mental capacity exhibited by the young women filling out the questionnaires was lower than that shown by the young men. In making an analysis of the replies of the sexes it is evident that besides carelessness and indecision previously mentioned, lack of interest contributed to the failure of the females to answer as many questions correctly as the males.

Seventy-four per cent. of the faulty answers made by the young women was on the seven commodities: mince meat, tea, coffee, crackers, razors, cigars and men's clothing. On the last three commodities their mistakes were even less than would have been expected.

Practically 90 per cent. of the females gave correct answers on all other commodities. Practically 90 per cent. of the males gave correct answers on all but mince meat, tea and coffee. Ninety-nine and one-half per cent. of

all the students named brands of ice cream correctly. And on bread 99 per cent. On several other commodities the percentage was almost as high. That so great a percentage of the youth of the community should evidence a high degree of brand familiarity speaks well for the attention which they give to advertising.

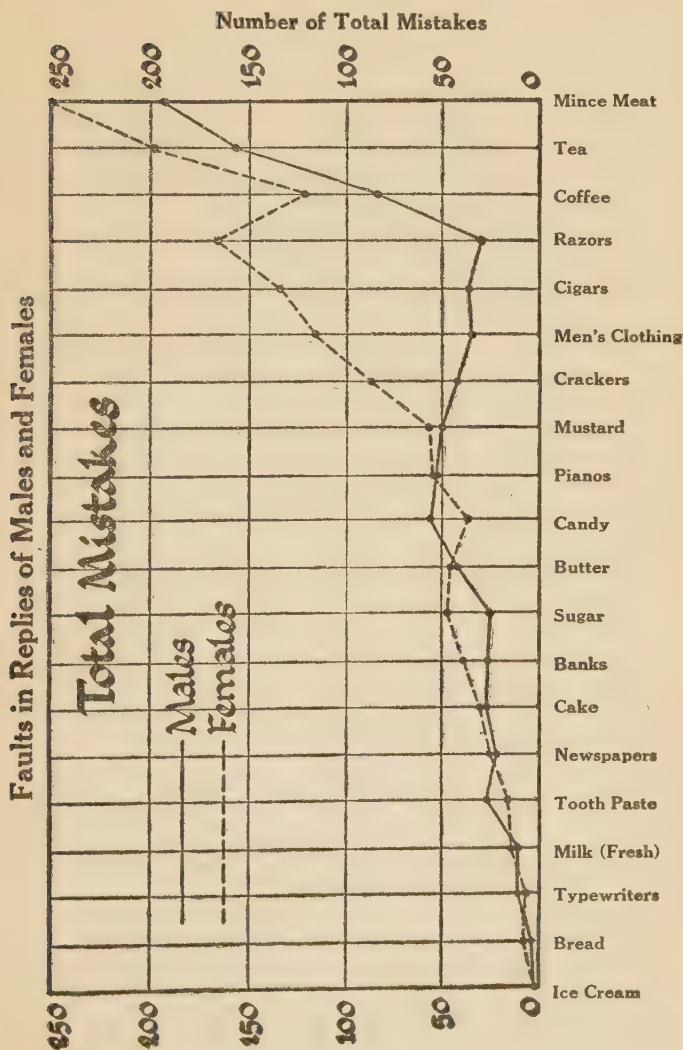
It is interesting to note that the number of mistakes on coffee, tea and mince meat was high among both males and females, although higher among the young women. The comparatively large number of faulty answers on these three commodities is probably due to the fact that while a number of brands have been advertised the students have not yet been sufficiently influenced to ask for them by brand names. This is emphasized by their ranking seventeenth, nineteenth and twentieth in the order of mental dominance among the commodities. See page 50.

Although the answers of the young women contained more faults than those of the young men, it is unlikely that their memory power is lower or that their normal power of association is any weaker. But we are forced to

FAULTS IN REPLIES OF MALES AND FEMALES

TOTAL MISTAKES

COMMODITY	MALES	FEMALES	TOTAL
Mince Meat	194	249	443
Tea	157	199	356
Coffee	83	123	206
Razors	30	165	195
Cigars	37	134	171
Men's Clothing ..	35	116	151
Crackers	48	85	133
Mustard	50	57	107
Pianos	52	54	106
Candy	55	37	92
Butter	42	46	88
Sugar	25	48	73
Banks	26	39	65
Cake	28	31	59
Newspapers	20	25	45
Tooth Paste	26	16	42
Milk (Fresh)	11	14	25
Typewriters	10	7	17
Bread	3	7	10
Ice Cream	2	2	4
	934	1454	2388



recognize that in addition to indecision and failure to discriminate accurately, the degree of brand familiarity shown by the females was lower than that exhibited by the males. Unquestionably this latter weakness largely was the direct result of a lack of observation of advertising.

Had manufacturers aimed more directly at women in their advertising appeal, there is a strong probability that the voting of this sex, which ultimately purchases about 85 per cent. of all household merchandise, would have indicated a much greater brand familiarity.

It is known that women generally pay more attention to advertising that is addressed directly to them. And it is evident that advertisers do not take full advantage of this knowledge in the preparation of their advertising matter.

CHAPTER XI

THE CITY OF PHILADELPHIA IN RELATION TO THE TEST

IT IS considered fortunate that it was possible to apply the test from which the preceding deductions were made in a city so suitable for the purpose. Because of the number of its inhabitants and its stores, and the thrifty, home-building character of its people, Philadelphia presents an excellent situation for the study of the response of consumers to advertising.

Population and Market

Philadelphia, with a population of approximately 2,000,000 people within its corporate limits (1924), is the third largest city in the United States. It also ranks as the sixth largest city in the world, being exceeded in population only by London, New York, Berlin, Paris and Chicago.

But perhaps a better realization of the sales possibilities in the Philadelphia territory may be gained from considering the remarkable concentration of population in the adjoining districts.

If a circle is drawn with an eighty-mile radius around City Hall, Philadelphia, the total population of all the counties touched by and within this circle is 7,536,335, according to the 1920 United States Census. This population is exceeded only by two states, New York and Pennsylvania, and is more than one million greater than the total number of people in the state of Illinois, including Chicago.

Number of Stores

Within the city limits of Philadelphia (1924) there are 55,000 wholesale and retail business establishments. Below are given figures showing the number of retail stores in the more important lines:

9208	Men's Wear Stores
9148	Women's Wear Stores
4931	Grocery Stores and Meat Shops
3527	Automobiles and Accessories, Garages, etc.
2687	Shoe Stores
2496	Cigar and Tobacco Stores
1907	Restaurants and Hotels
1391	Drug Stores
925	Bakeries
790	Confectionery Stores
739	Musical Goods Stores

- 710 Hardware and Paint Stores
- 702 Furniture Stores
- 506 Electrical Stores
- 385 Radio Equipment Stores
- 200 Stationery and Office Equipment Stores
- 5 Department Stores

“The City of Homes” and Thrift

Philadelphia has long been known as “The City of Homes.” It contains no fewer than 400,000 separate dwellings—practically one for every family. Moreover, the high degree of home ownership gives Philadelphia a reputation not equalled elsewhere. More than half of its dwellings are owned by the families living in them. A large proportion of the remainder is now being purchased through regular monthly payments in building and loan associations. Philadelphia has 2,434 building and loan associations. The number of stockholders is 860,000, one for nearly every other inhabitant of the city. One-fourth of America’s building and loan associations is concentrated in this city.

There is nothing that makes for the solidity of any community like pride in home ownership and thrift. The oldest and largest savings bank in the United States is The

Philadelphia Saving Fund Society. In March, 1924, its 267,776 depositors had a total of \$187,147,000.00 to their credit in this one institution. In addition, there are ninety-four other banks and trust companies in the city.

Advertising in Philadelphia

It was in Philadelphia that Benjamin Franklin set himself up as a newspaper publisher and educated our forefathers to the value of advertising as a means of bringing to the attention of fellow-citizens those things that one man made for others to use. The baker who made better bread, the chemist who evolved a lotion, the tailor, the shoemaker, the artisan—all were taught to offer for sale that which they wanted to exchange for cash. And the consumer soon learned that by watching advertisements he could quickly get in touch with the man or concern making and selling the article he could use.

To this day Philadelphians are great readers of advertising, and they are constantly on the alert for all things that make for comfort, because primarily, Philadelphians and those living in the city's vicinity, are home-lovers and cling to the family idea. Travelers say

that Philadelphia is the most American of all cities because its population, customs, its dwellings and its institutions have been little affected by foreign influx. The large majority of its residents are native-born and particularly receptive to the refinements of life, such as comfortable homes and their necessary equipment, and all things that add to physical welfare and enjoyment.

From the results of the foregoing tests made in the high schools of Philadelphia, it is evident that real progress is attained through educating the ultimate consumer. Consumer demand naturally follows, and once established, remains secure unless the manufacturer permits his competitor through more vigorous advertising of a superior product to wrest from him his advantage. It will be remembered that in the preceding chapters of this book, the fact is emphasized that those concerns which maintained their advertising dominance still remain the outstanding leaders in their respective fields, and continue to enjoy the financial reward of their business foresight.

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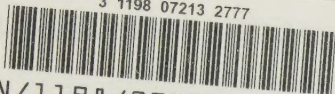
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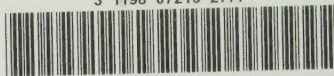
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